



Results of the questionnaire

Plan for Prestbury Steering Committee
4th December 2007

Survey objectives

The objectives of the survey are:

- ❖ to understand the balance of opinion across a wide range of subjects which are of importance to residents in the Parish
- ❖ to provide insight into why these opinions are held
- ❖ to identify possible solutions to issues of concern

The results of the survey will be used to:

- ❖ help identify which working groups need to be established
- ❖ provide those working groups with evidence to identify the high priority issues so that practical solutions may be developed.

Survey methodology

- ❖ a paper questionnaire was delivered to each of the 1,496 households in the Parish in late October 2007. Respondents were asked to reply by the end of November 2007
- ❖ respondents who had access to the internet were encouraged to complete the questionnaire on-line. Others could return their questionnaire in a FREEPOST envelope or by placing it into a drop-off box in the Village Pharmacy
- ❖ as each household was issued with only one questionnaire, respondents were asked to consult with all members of the household before completing the survey. Extra questionnaires were available on request
- ❖ to prevent unauthorized multiple responses, each questionnaire was identified by a unique five digit security code. Completed questionnaires were screened for duplicate or invalid codes
- ❖ to maintain respondent's anonymity, an individual household could not be identified by the security code
- ❖ a large print version was made available on request.

The development of the questionnaire content (ie the six sections, topics, pre-coded answers, proposed solutions etc) was guided by:

- ❖ 80 face-to-face interviews (conducted between August and September 2007)
- ❖ results of an open meeting (held in May 2007)

In total, nearly 800 unprompted suggestions were collected in the pre-questionnaire phase. Each suggestion was categorised and sub-categorised to enable an evidence-based identification of the issues to be covered in the questionnaire.

Response rate

As of 6pm on the 2nd December 2007, the response rate was as follows:

❖ On-line	198 (25%)
❖ Pharmacy drop-off box	259 (32%)
❖ Freepost / hand delivered	342 (43%)
❖ Total	799 (100%)

The total of 799 responses from 1,496 households represents a 53% response rate. This is very high response rate for a voluntary survey indicating the strong level of interest in community matters by residents.

As more than half the households responded, the results can be seen as being representative of the opinions of the community thereby enabling the research objectives to be met.

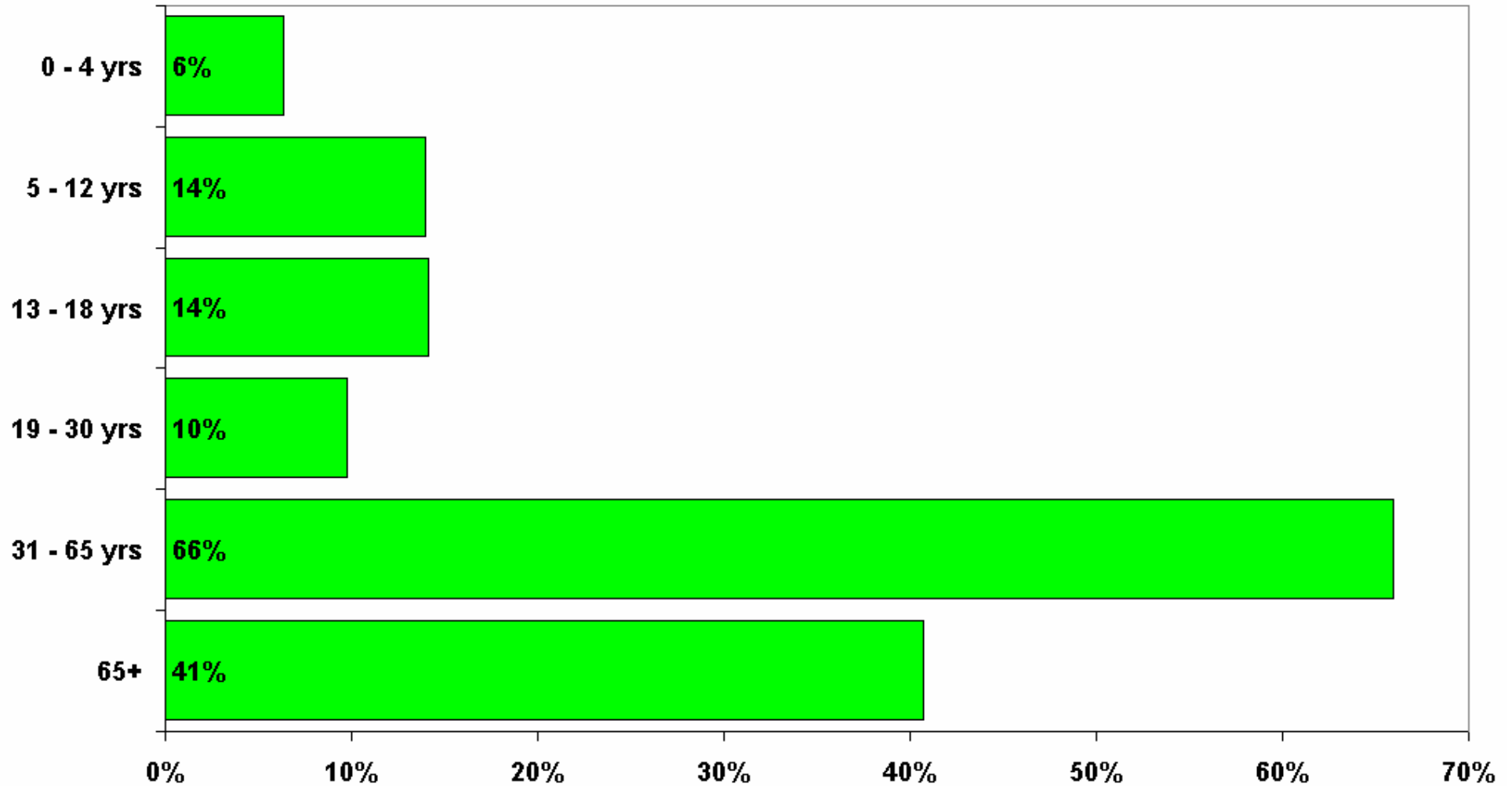
The results in this presentation are based on 737 surveys. The remaining 62 paper surveys not yet entered into the database and any late responses will be included in a final update in the New Year.

Response rate by area

		Total	Responded	Response Rate (%)
a	Dumbah Lane, London Road	35	9	26%
b	Butley Town, Ashtree Close	42	18	43%
c	Bonis Hall Lane, Woodford Lane	31	9	29%
d	Heybridge Lane, Prestbury Lane	68	34	50%
e	Meadow Drive, Yew Tree Way	116	72	62%
f	Butley Lanes	41	20	49%
g	Brocklehurst Drive, Badger Road, Peters Close	57	34	60%
h	Legh Road	51	29	57%
i	Park House Lane, Nether Fold	63	24	38%
j	Bridge End Lane, Scott Road, Bollin Grove (N)	79	32	41%
k	Bollin Grove (S), Bollin Mews, Pearl Street, Springfields	56	29	52%
l	Bridge Green	34	20	59%
m	The Village, Spencer Mews, Maccesfield Road (N), Ashbrook Drive	79	38	48%
n	Shirleys Close, Shirleys Drive	69	32	46%
o	Broad Walk, Bollin Way, Willow Way, Northmead	32	21	66%
p	Willowmead Drive	130	78	60%
q	Macclesfield Road (S), Squirrels Chase, Summerhill Road	65	26	40%
r	Alderley Road, Priory Lane, Golf Course Road	25	6	24%
s	Packsaddle Park	40	17	43%
t	Chelford Road, Collar House Drive	51	21	41%
u	Castlegate	158	85	54%
v	Prestbury Park	21	4	19%
w	Withinlee Road, Oak Road, Wilmslow Road (W)	67	34	51%
x	Castle Hill Court	21	9	43%
y	Castle Hill	43	22	51%
z	Wilmslow Road (E), Greendale Lane	24	7	29%
	Uncategorized	N/A	7	N/A
Total		1498	737	49%

The response rate was examined by geographical area in order to ensure that opinions have been included from a representative spread across the Parish

Response rate by age

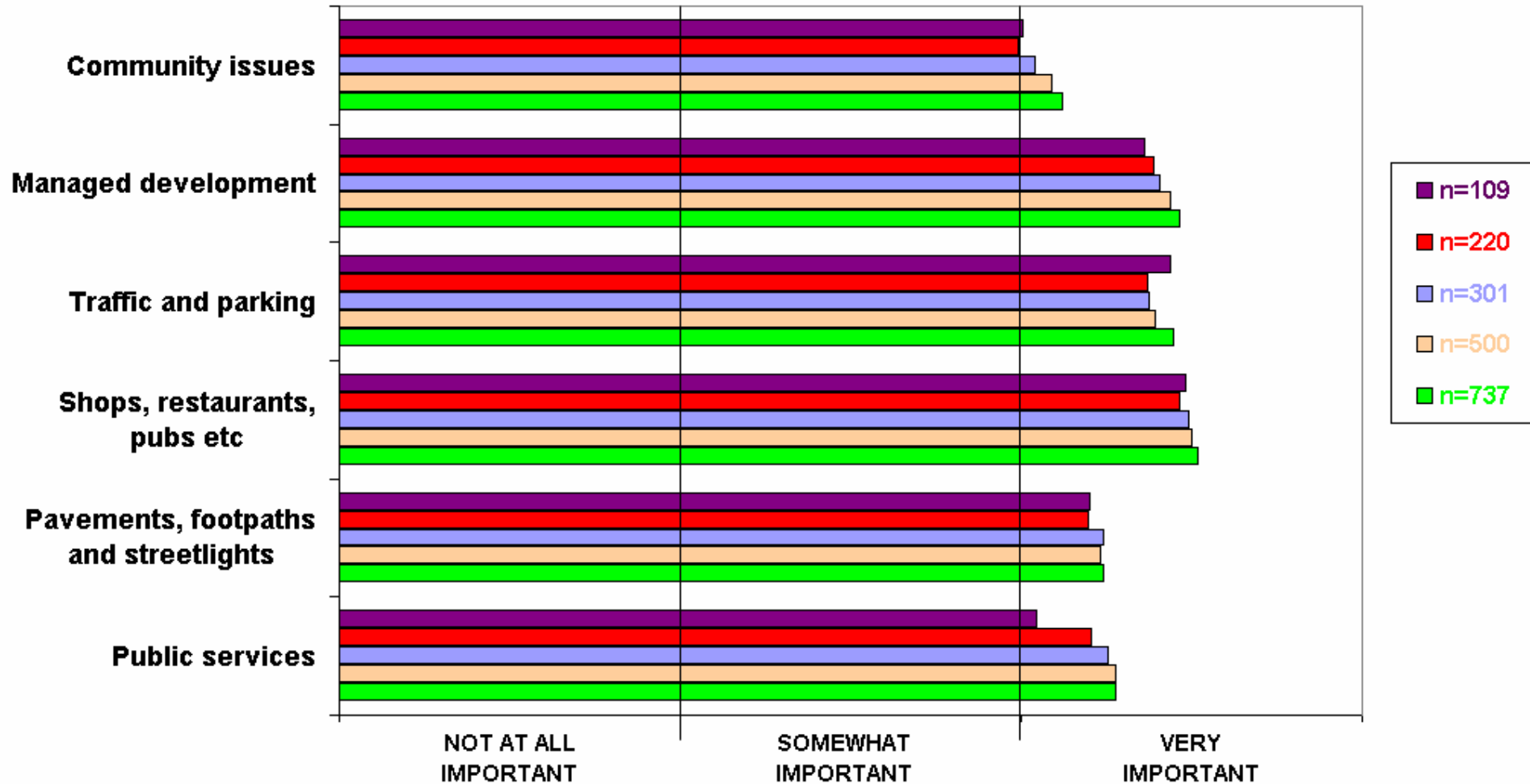


Households with pre-school children, school children, teenagers, adults of working age and retired / elderly were all well represented in the sample

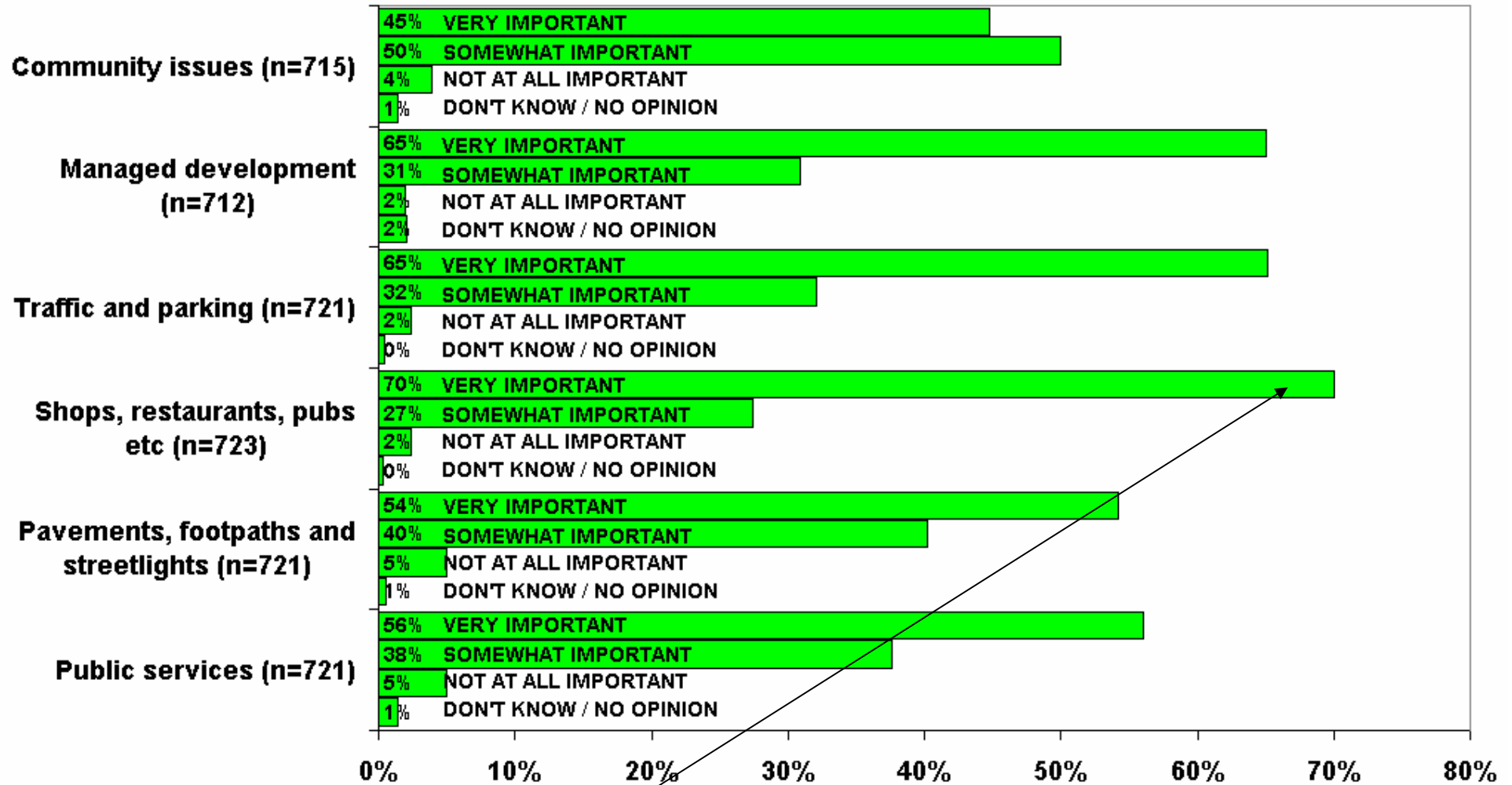
Overview of the six sections



All the categories are “very important”. Those with the highest importance are shops, managed development and traffic.



The balance of opinion has hardly changed as the response rate increased, providing further evidence that this is an extremely robust sample



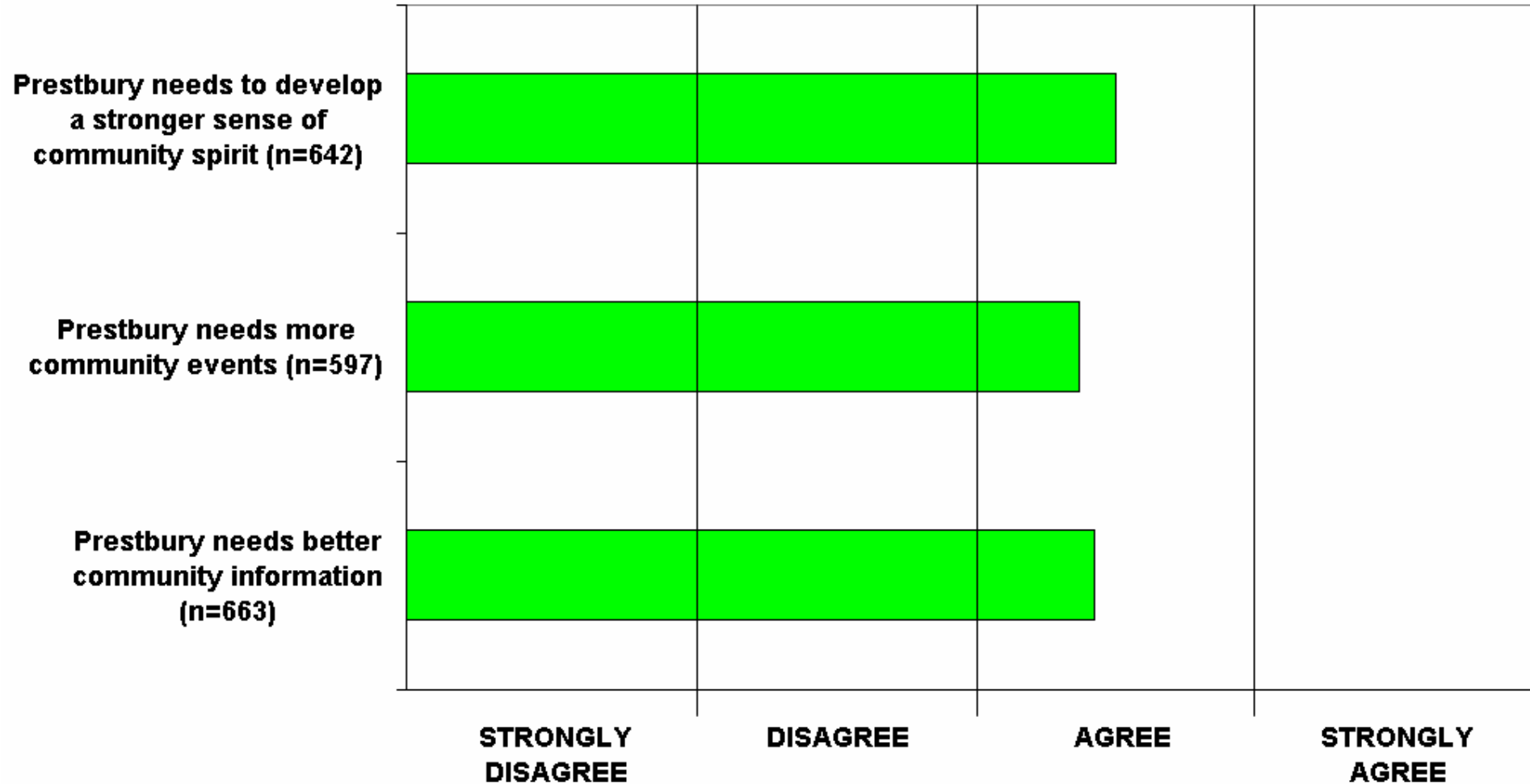
More than 2/3rds of respondents believed shops, restaurants, pubs etc to be very important to their household

SECTION 1

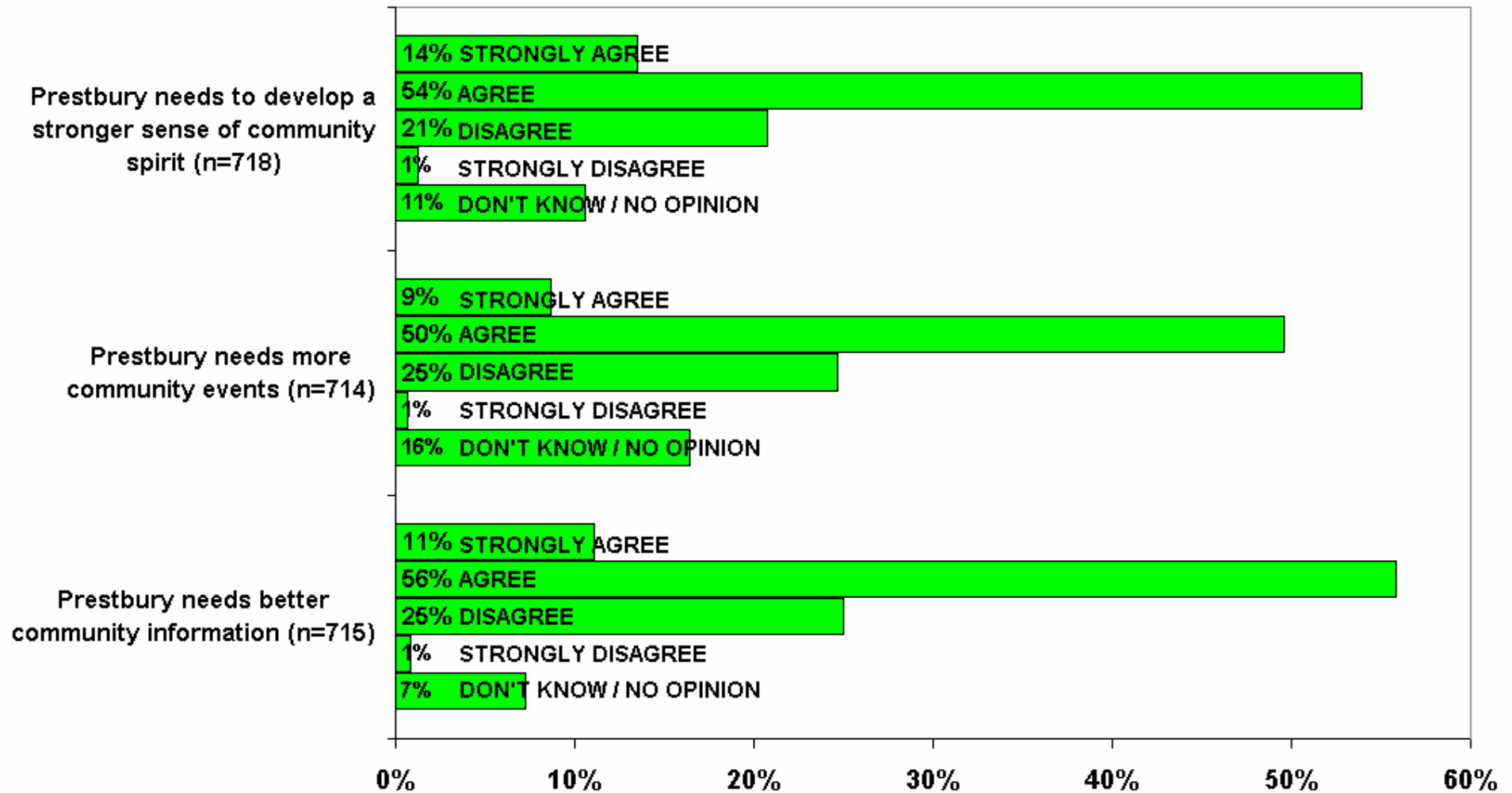
THE COMMUNITY

Community aspects

Average weighted rating, excluding don't know / no opinion



People agree (but not strongly) with these statements



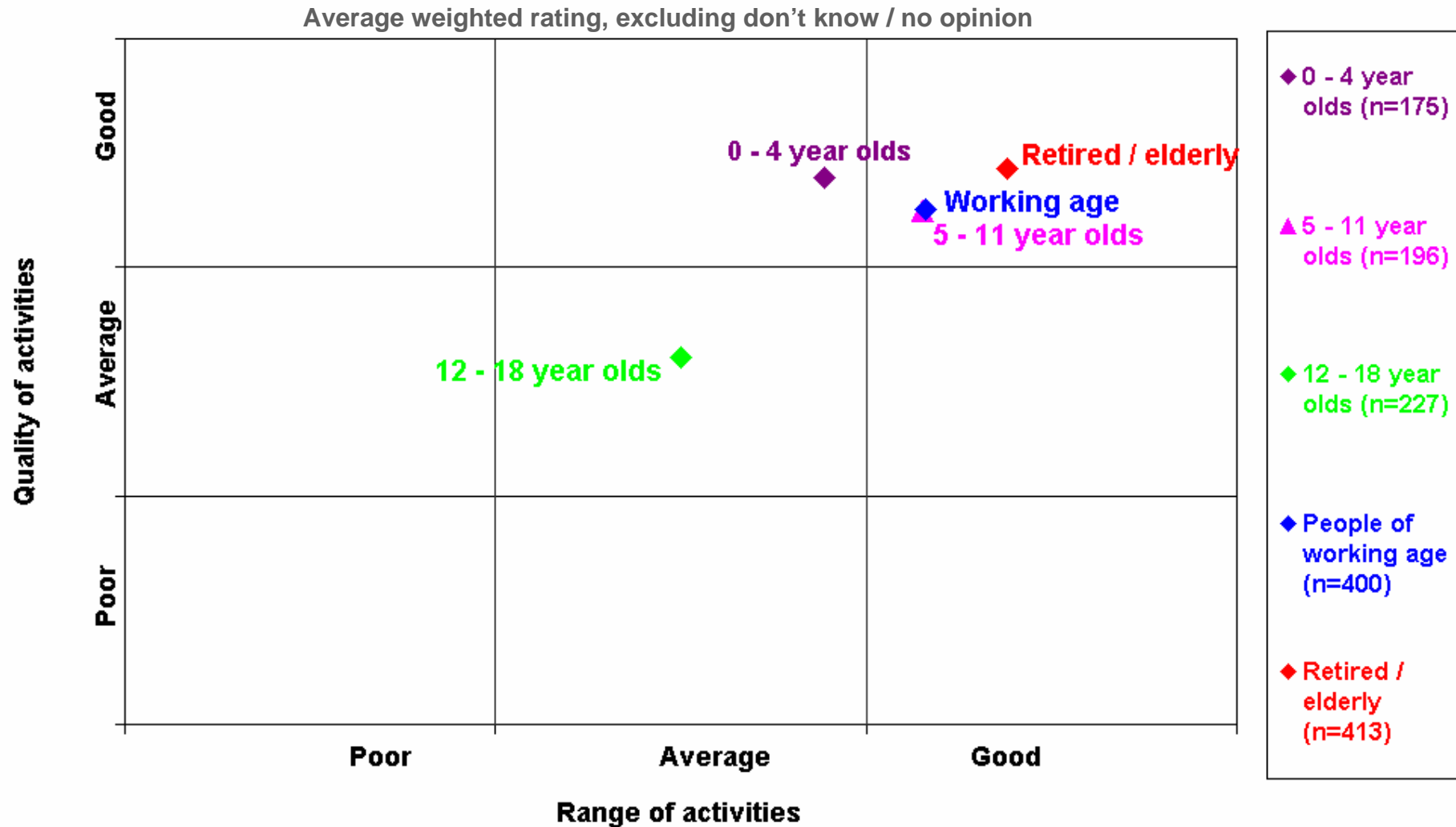
Approximately 1 in 4 people disagree with each of these statements, often because they are satisfied with the current situation

Sense of community spirit

To what extent do you agree that Prestbury needs to develop a stronger sense of community spirit? Please make any suggestions:

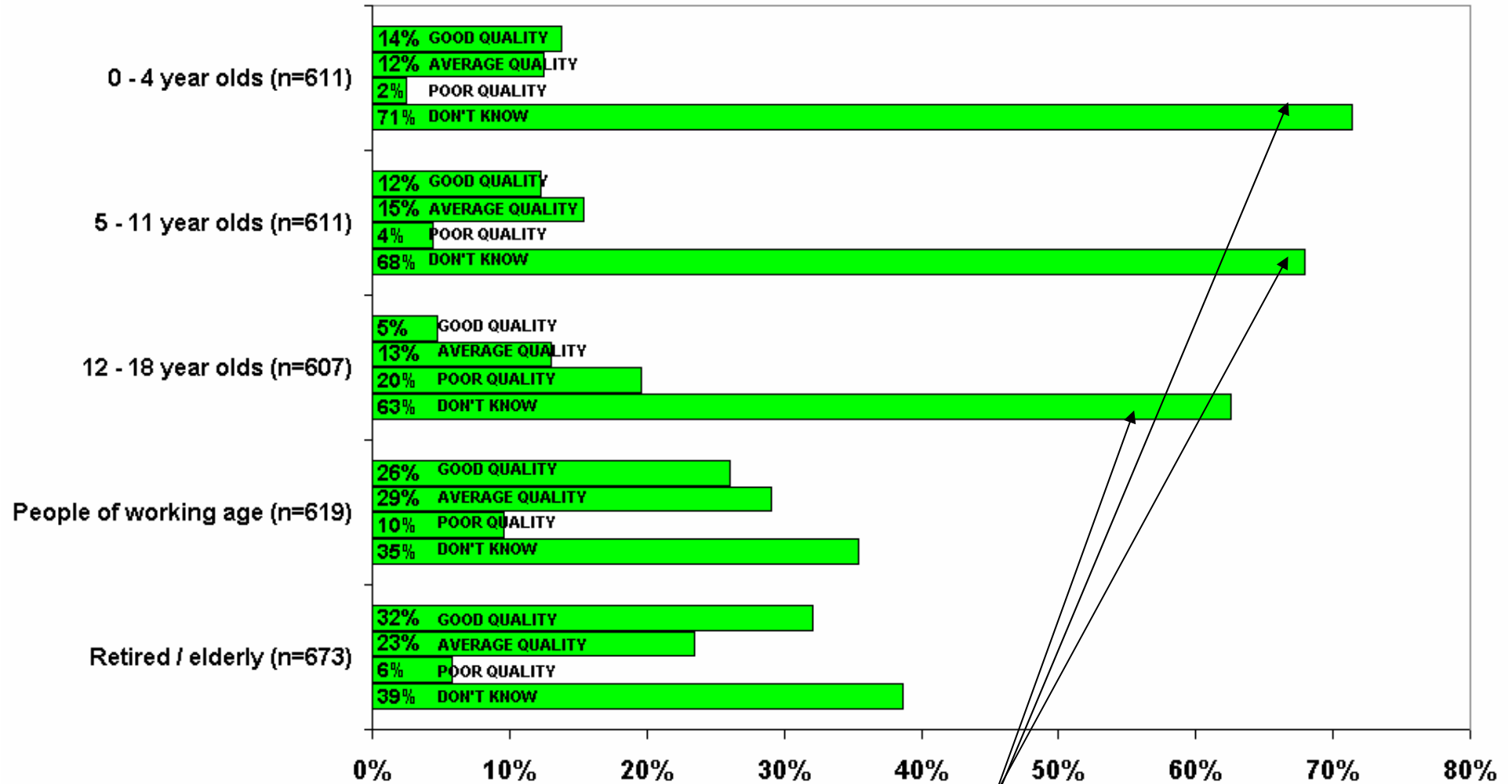
Theme / category	Total
Good community spirit already	23
More information needed	10
People are not interested in joining in/"gated community syndrome"	5
Do more to welcome newcomers	4
More village events would help	4
Difficulty of maintaining work/leisure balance	4
Geographic layout of village a barrier to sense of community	3
People are not interested in joining in	2
Parish Council should be more accessible	2
Organisations should make more effort to work together	2
More needed for younger people	2
Organisations need to do more to encourage wider participation	2
Need to engage younger people to join in	2
New community centre may help	2
Physical focal point important (cf old Vicarage gardens)	1
Good balance between personal and community lifestyles	1
Do more to help elderly neighbours	1
Make it easier/more welcoming for younger people to join in	1
Do more to welcome newcomers	1
Grand Total	72

Range and quality of activities



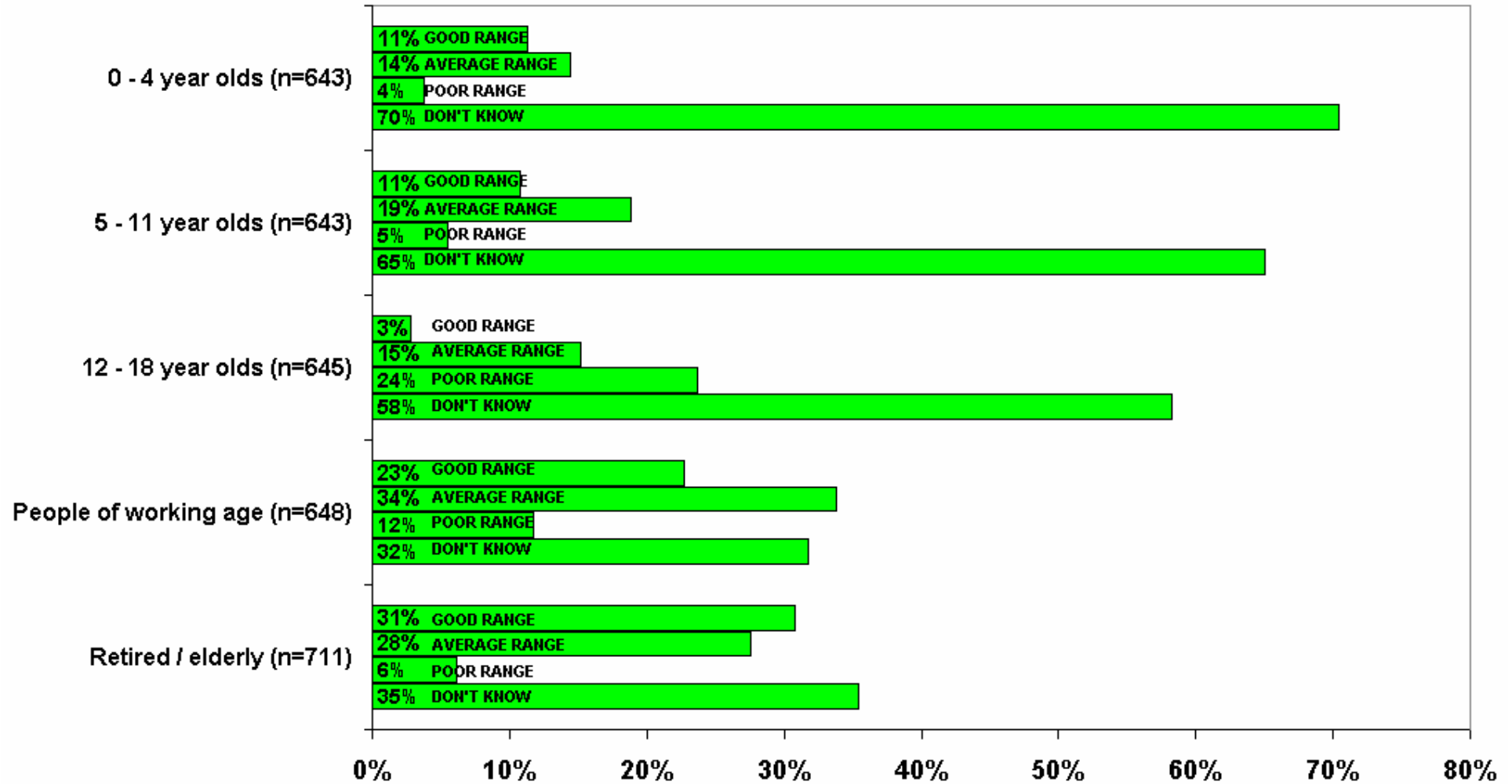
Improvements could be made in both the range and quality of activities for teenagers

Quality of activities



As only 1 in 4 households have children, it was no surprise to see a large majority of respondents had no opinion on activities for children and teenagers

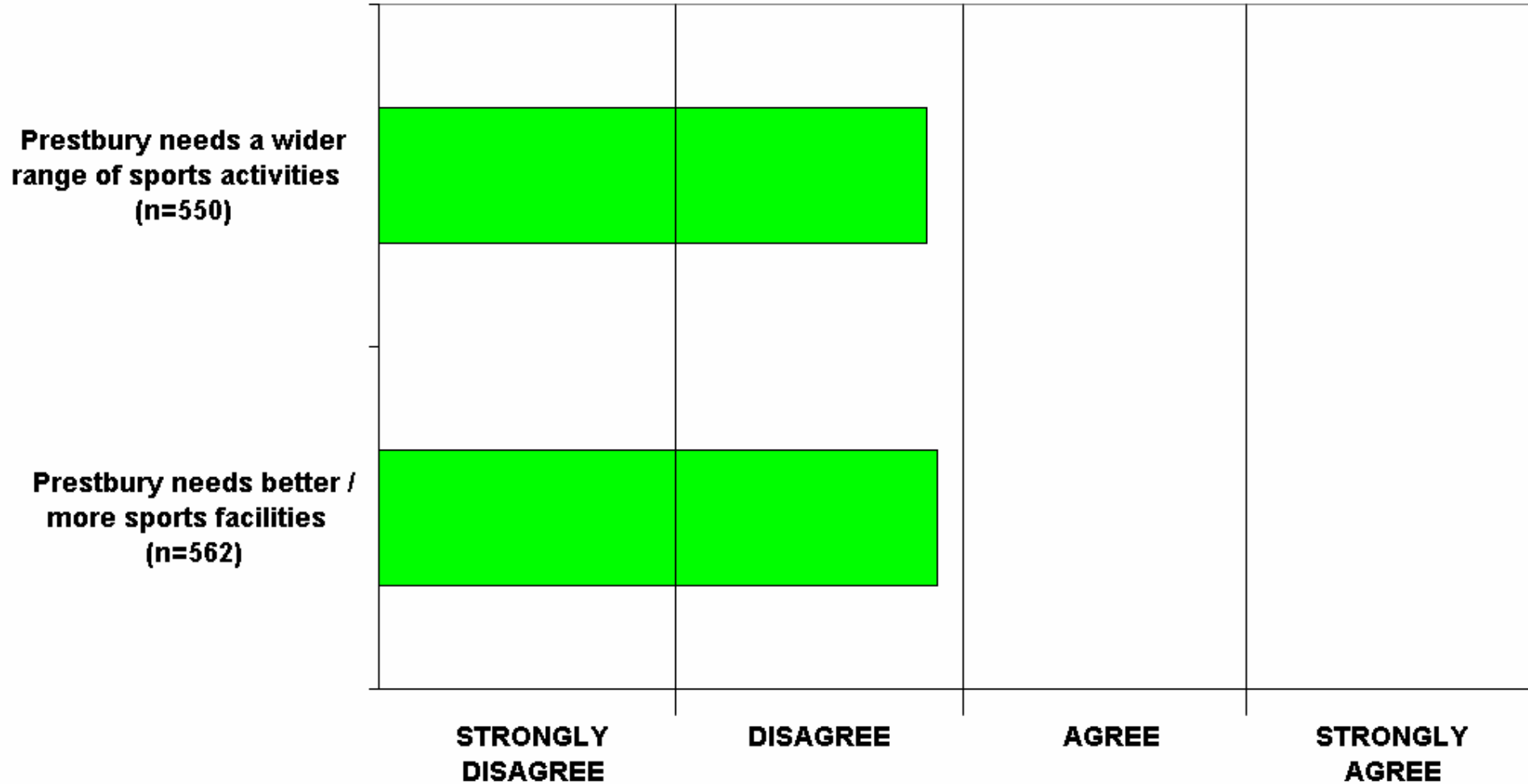
Range of activities



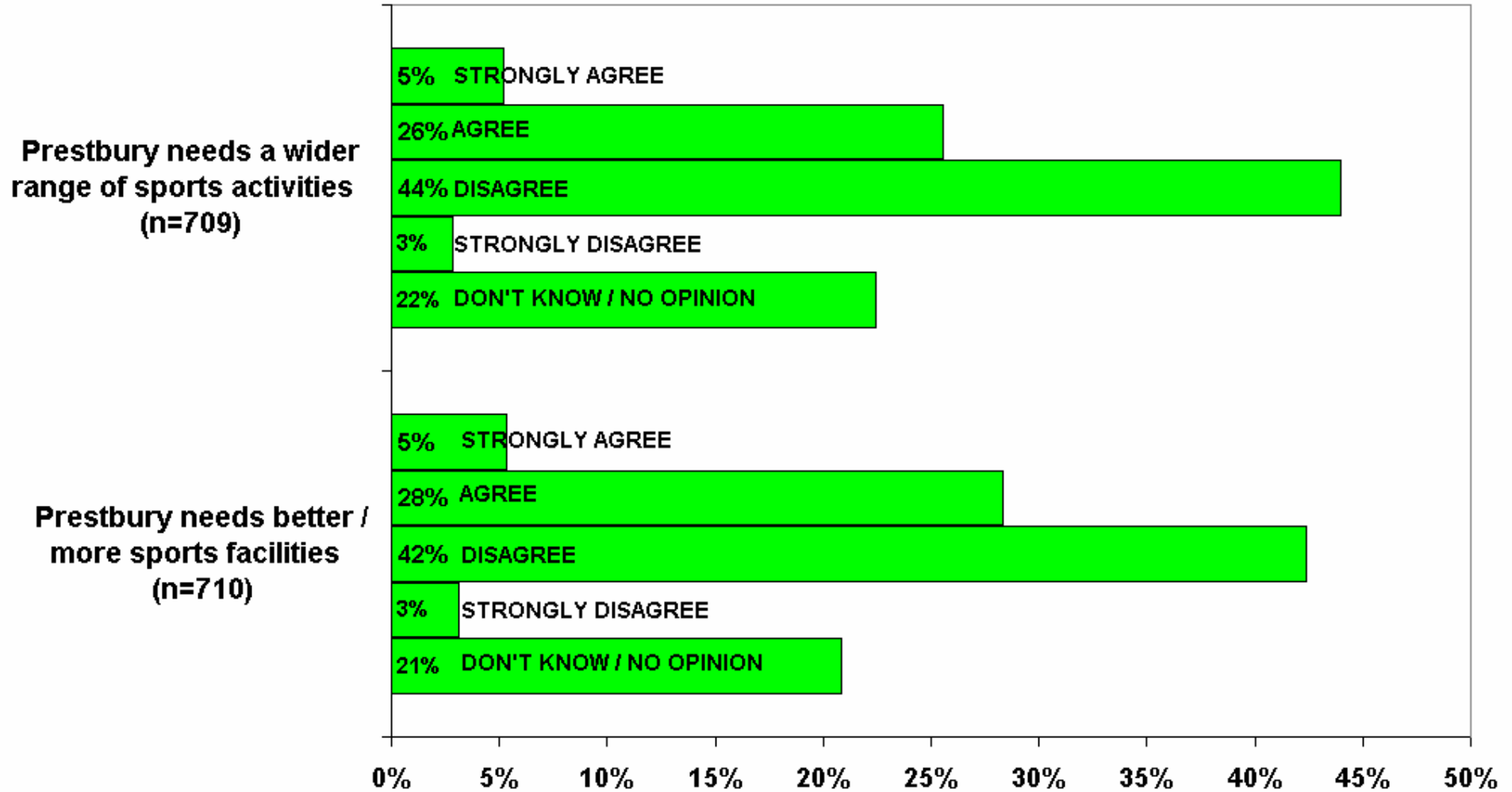
A similar pattern of don't know /no opinion emerged for range of activities

Sports activities and facilities

Average weighted rating, excluding don't know / no opinion



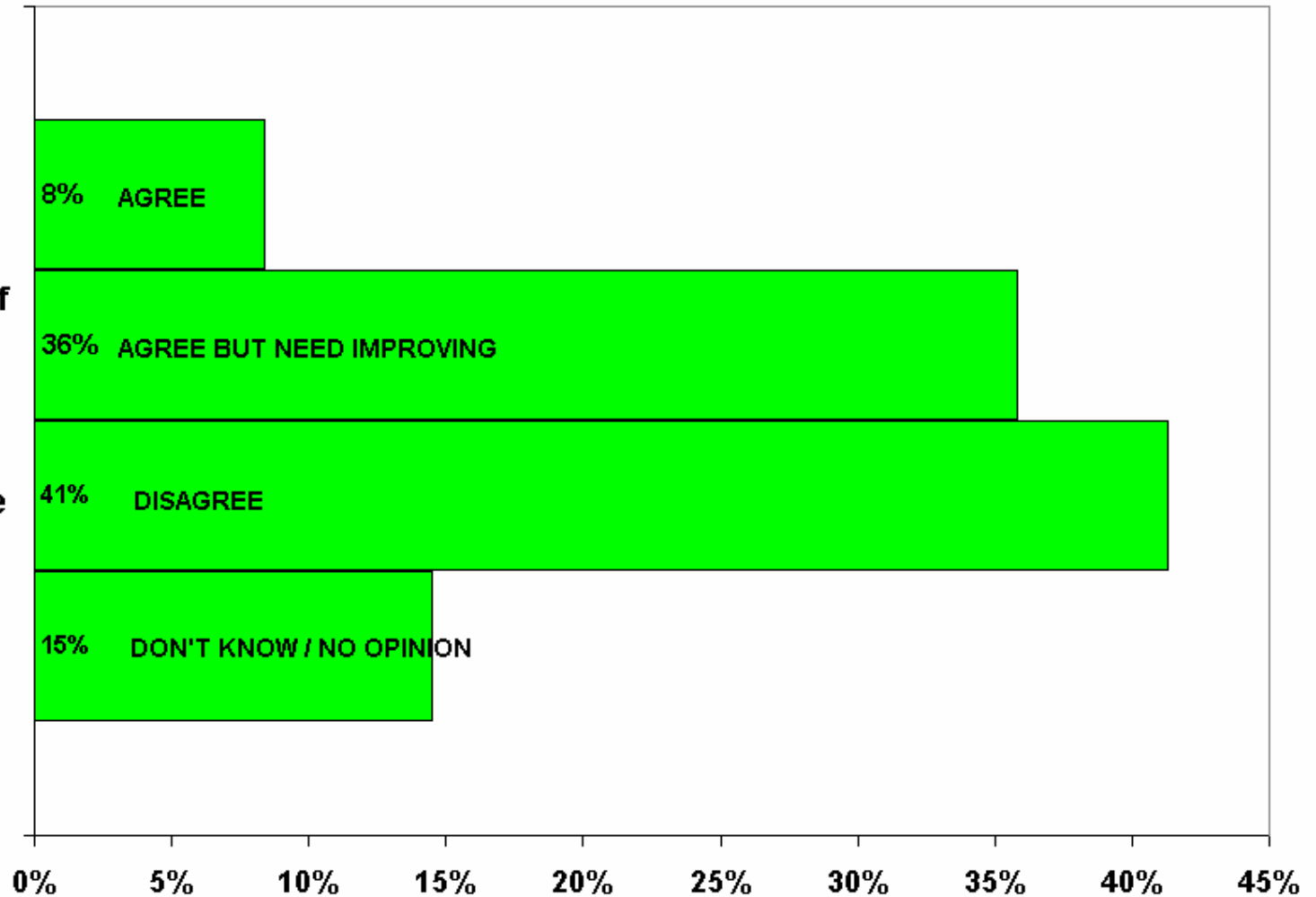
The community is divided on whether Prestbury needs a wider range and better / more sports facilities



This chart shows that the community is divided on these matters. Further analysis by age or by households with children may offer additional insight

Community facilities

**With the loss of Ford House and the closure of the Scout Hut, do you believe the remaining facilities (Village Hall, school, tennis club etc) are adequate to meet the needs of the Parish?
(n=717)**



Fewer than 1 in 10 respondents are satisfied with the remaining community facilities

Community facilities

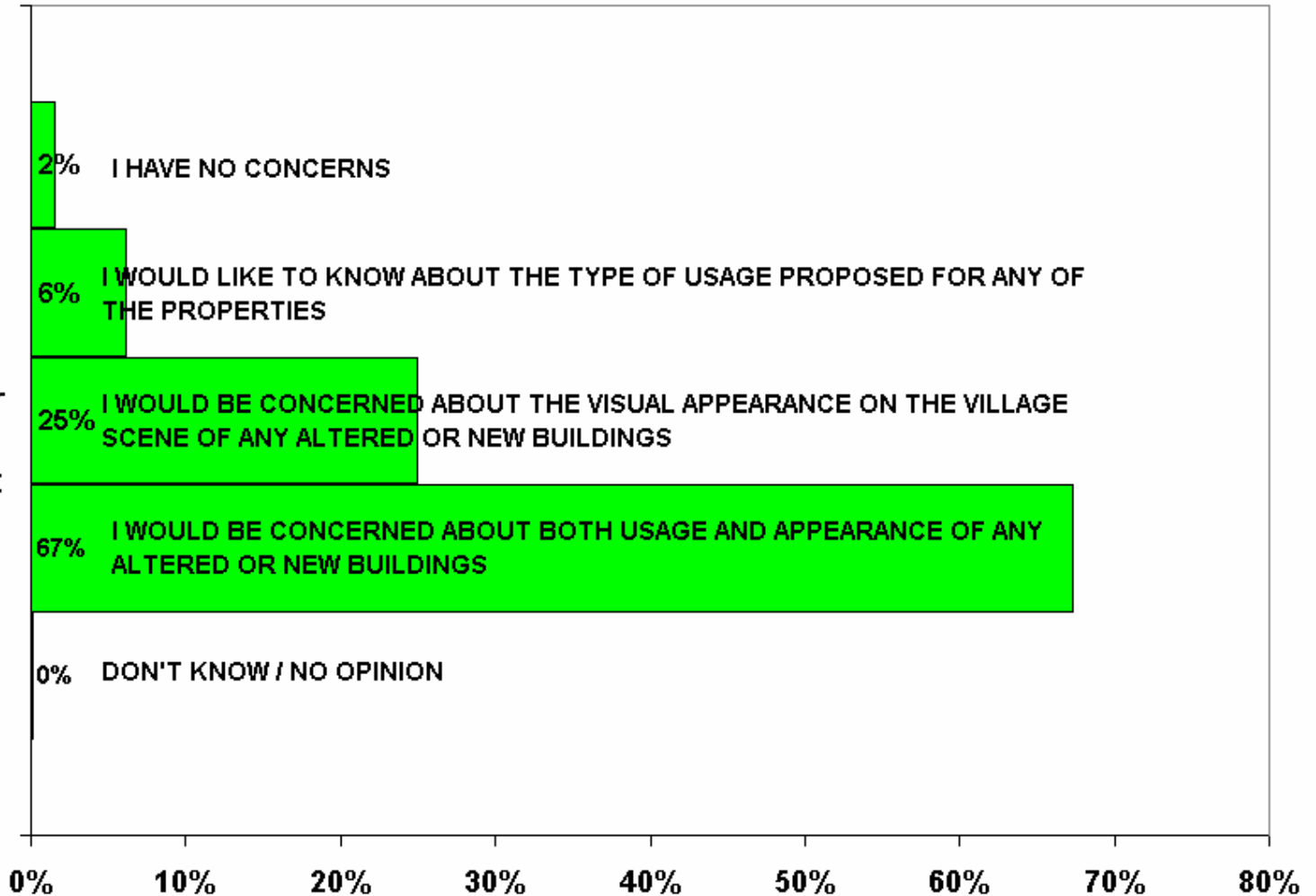
With the loss of Ford House and the closure of the Scout Hut, do you believe the remaining facilities (Village Hall, school, tennis club etc) are adequate to meet the needs of the Parish? If you disagree, how would you propose to increase/improve community facilities?

Theme / category	Total
Renovate/rebuild Ford House	22
New/better community facilities needed	20
New Youth Club/facility needed	12
PCC behaviour/stewardship criticised	11
New facility on Scout Hut site	9
Importance of FH parking spaces	7
Community to raise funds	6
Extend church	6
More use of school and tennis club	5
Regret loss of Ford House	4
New shared facilities by tennis/football/squash clubs	4
Village Hall cannot cope; outside users	2
Buy another vacant building with proceeds of Ford House	2
Renovate FH but with commercial element	2
Extend/Improve Village Hall	2
Facilities not bad	1
Importance of consultation	1
Make more use of Village Club	1
Find other facilities in surrounding area	1
Must not detrimentally effect Conservation Area/Listed Buildings	1
Under 5s Play area	1
Grand Total	120

Prominent buildings in The Village

(Ford House, Swanwick House, the former pharmacy and the former Chocolate Box)

If planning permission was sought for any of these buildings to be demolished or have their frontage significantly altered, which statement best represents your view? (n=731)



2/3rds of respondents would have concerns about both usage and appearance of any altered or new building

Prominent buildings in The Village

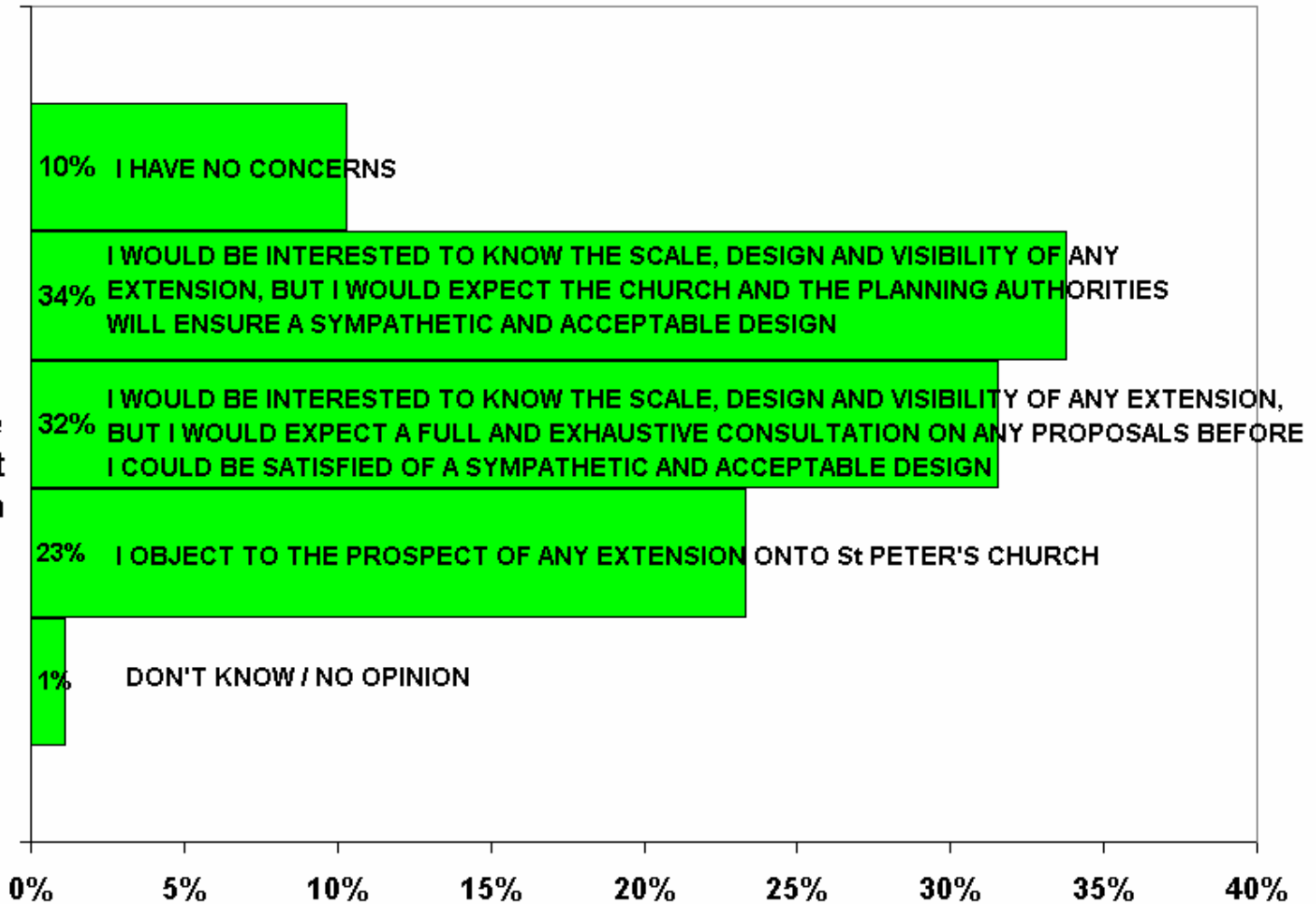
(Ford House, Swanwick House, the former pharmacy and the former Chocolate Box)

If planning permission was sought for any of these buildings to be demolished or have their frontage significantly altered, which statement best represents your view? Please make any comments or suggestions:

Theme / category	Total
Take pride in and protect village	24
Integrity of the whole (change one and you change the whole)	16
Sympathetic domestic/business conversion preferable to empty shops	5
Proper shops - no more pubs/restaurants	5
Ford House unattractive/ugly. Its loss would not be a disaster	5
Coffee shop and bakery	4
Planning controls inadequate	4
Get more of the buildings listed	3
Empty shops & Swanwick Ho should remain retail-based	2
Sympathetic domestic/business conversion preferable to empty	2
Doubt that more shops viable in Prestbury	2
Need to understand why shop premises are not being bought	2
Youth club should be recompensed for loss of their FH extension	1
Link with village's history	1
Maybe it is too late and they have to be demolished	1
Like to see modern shops	1
No takeaways	1
Bakery & Deli	1
Confidence in Planning system to protect village	1
Refurbish/Rebuild Ford House and do not alter Church building	1
Renovate/rebuild Ford House	1
Importance of FH parking spaces	1
Happy for FH to become residential	1
Allow Pharmacy/Chocolate Box buildings to become restaurant/bar	1
Usage must allow them to be viable, Long term businesses	1
Grand Total	87

St Peter's Church extension

If planning permission was sought for an extension to St Peter's Church...which one of the following statements most closely matches your own view? (n=729)



89% of household residents have at least some concerns about the prospect of an extension but, despite this, 76% of residents would accept an extension to St Peter's Church, providing a 'full and exhaustive consultation' process was undertaken

St Peter's Church extension

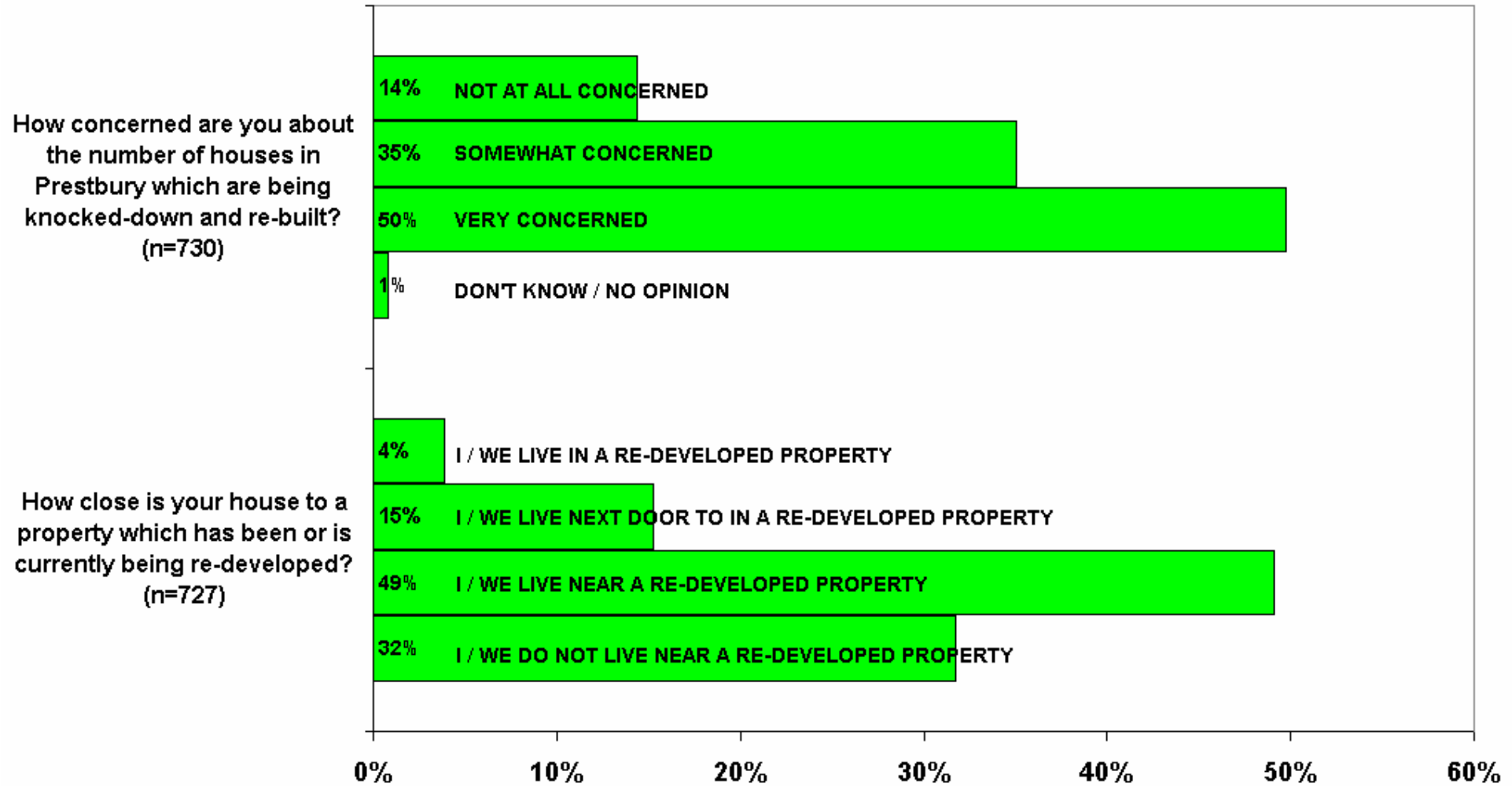
If you are opposed to an extension to the Church, do you have any suggestions as to alternative ways of meeting the needs that the PCC has identified?

Theme / category	Total
Refurbish/Rebuild Ford House and do not alter Church building	28
Find other solutions away from Church building	14
Use Norman Chapel and Hearse House	5
Renovate FH but with commercial element	3
Graves/consecrated ground must not be disturbed	3
Modest church extension (eg toilets etc) ok but not more	3
Importance of FH parking spaces	3
Consult widely with village; not just a matter for Church people	3
Make maximum use of existin church interior space	2
Village Hall adequate	2
Concerned that Planning controls will not provide sufficient protection	2
Believe Church could fund restoration of Ford House	1
New/better community facilities needed	1
Refurbish Ford House and do not alter Church building	1
Make more use of School & Village Hall	1
New facility on Scout Hut site	1
Use Glebe Land behind Ford House	1
Grand Total	74

SECTION 2

**MANAGED
DEVELOPMENT**

'Knock-down and re-builds'



Half of the community are 'very concerned' about knock-downs and re-builds. Most people 'near to' or 'next door' to a re-development.

‘Knock-down and re-builds’

How concerned are you about the number of houses in Prestbury which are being knocked-down and re-built? Please explain:

NEGATIVE COMMENTS

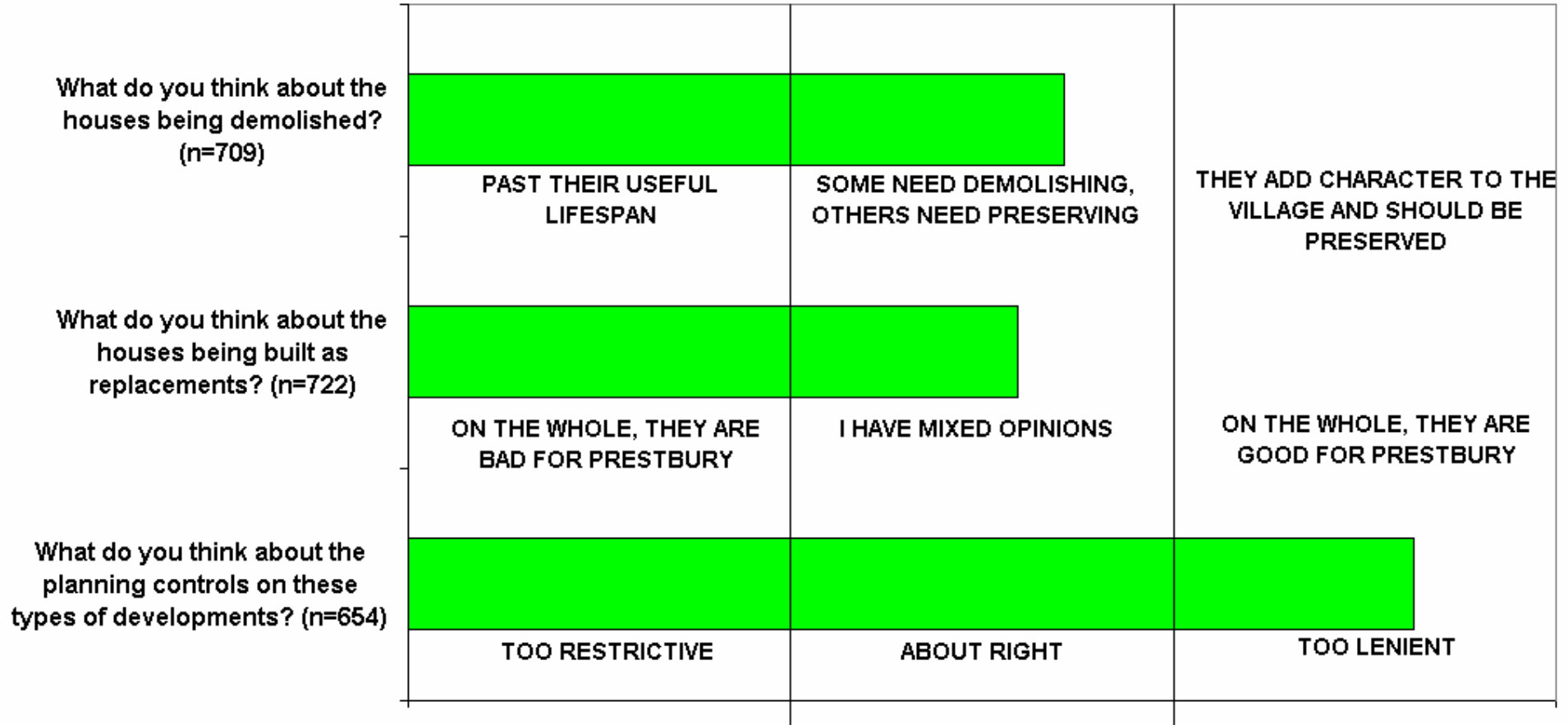
Theme / Category	Total
village character	36
size of houses	18
inconvenience/disruption	10
appearance	10
no distinction between knock down properties	9
price	5
no control	2
not family friendly	2
number of houses per plot	2
number of redevelopments	1
extend conservation area	1
wasteful/environmental impact	1
new residents not getting involved in village life	1
Grand Total	98

POSITIVE COMMENTS

Theme / Category	Total
improving the housing stock	5
its legal	3
not an issue	2
improving the area	1
demand led	1
Grand Total	12

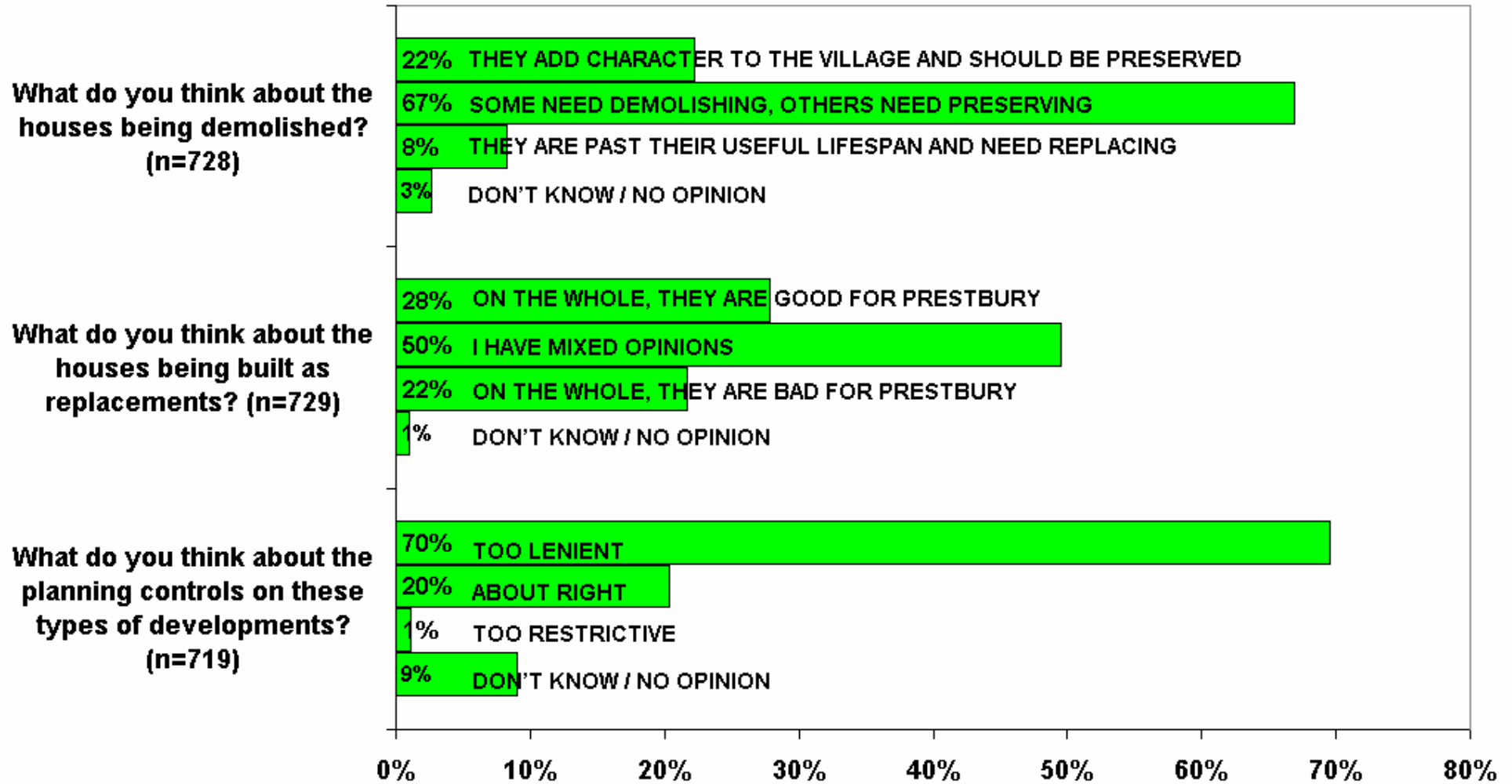
'Knock-down and re-builds'

Average weighted rating, excluding don't know / no opinion



The community has mixed opinions about 'knock-down and re-builds', although it does believe that planning controls are too lenient

'Knock-down and re-builds'



The community has mixed opinions about 'knock-down and re-builds', although it does believe that planning controls are too lenient

‘Knock-down and re-builds’

What do you think about the houses which are being demolished?
Please explain:

NEGATIVE COMMENTS

Theme / Category ▼	Total
need for appropriate redevelopment	16
village character	6
appearance/materials	5
wasteful of resources to redevelop	4
size of house to plot	4
preserve what we have	3
size and design of new builds	2
renovate rather than knock down	2
planning issue	1
questioning need for demolition	1
preserve some houses, redevelop others	1
VAT/planning issue	1
developers' greed	1
Grand Total	47

POSITIVE COMMENTS

Theme / Category ▼	Total
the new houses are an improvement	2
old houses need replacing	2
Grand Total	4

‘Knock-down and re-builds’

What do you think about the houses being built as replacements?
Please explain:

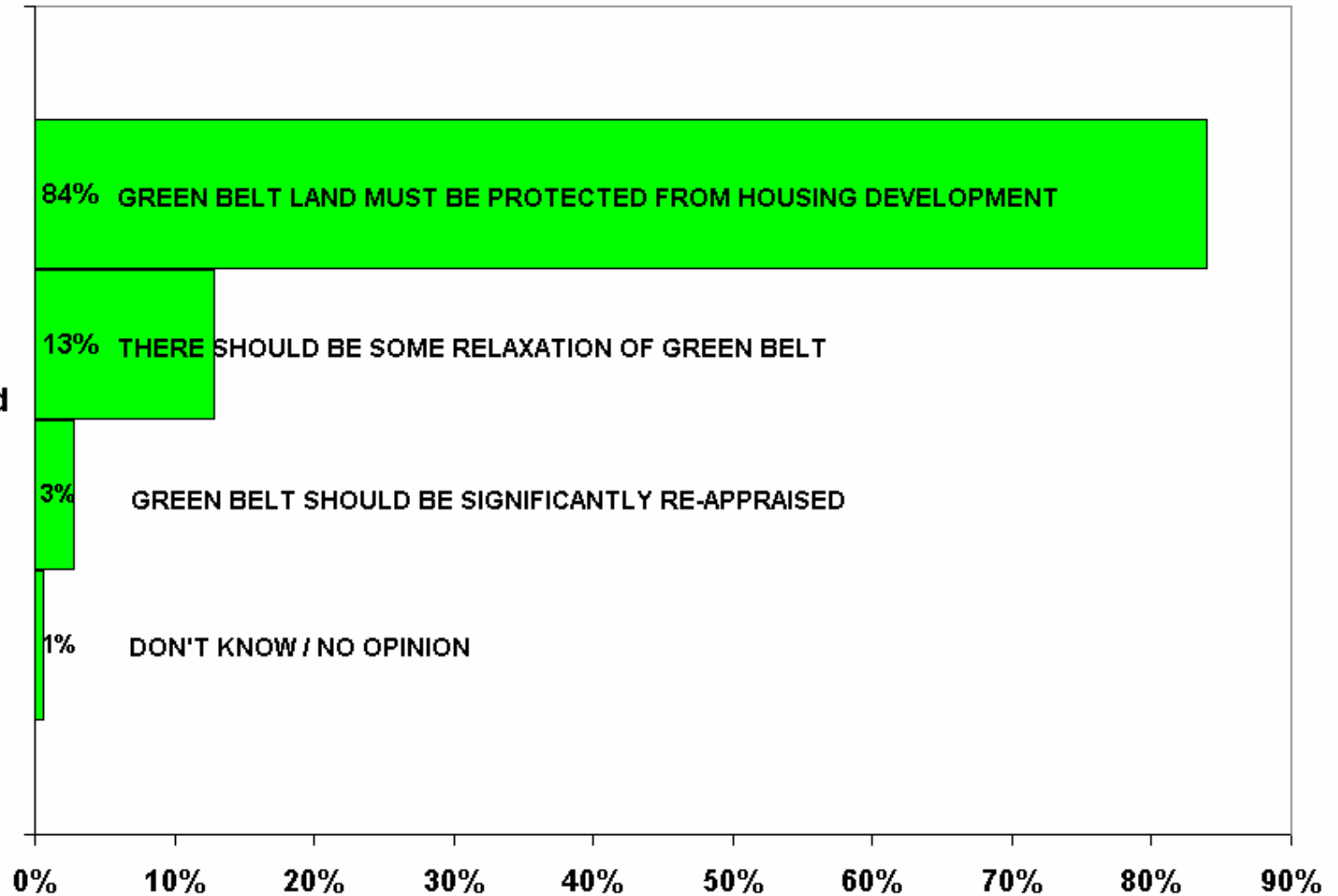
NEGATIVE COMMENTS

Theme / Category	Total
New houses are ugly/too big for the plot	17
village character	9
too big for the plots	8
New build residents not involved in village life	7
Lack of character	6
Not accessible to existing residents/normal families	5
Gardens/green space being lost	3
they all look the same	2
increase the value of the local housing stock	2
detrimental to the character of Prestbury	2
Planning needs to be more rigorous	1
inconvenience/danger during development	1
Appearance & impact of gated/walled properties	1
Unsold so question of demand for them	1
price	1
stricter guidance needed on materials and designs	1
Size/appearance of houses	1
village becoming a target for crime	1
Need sympathetic design to fit in with existing houses	1
Good quality but characterless	1
Grand Total	71

MIXED / POSITIVE COMMENTS

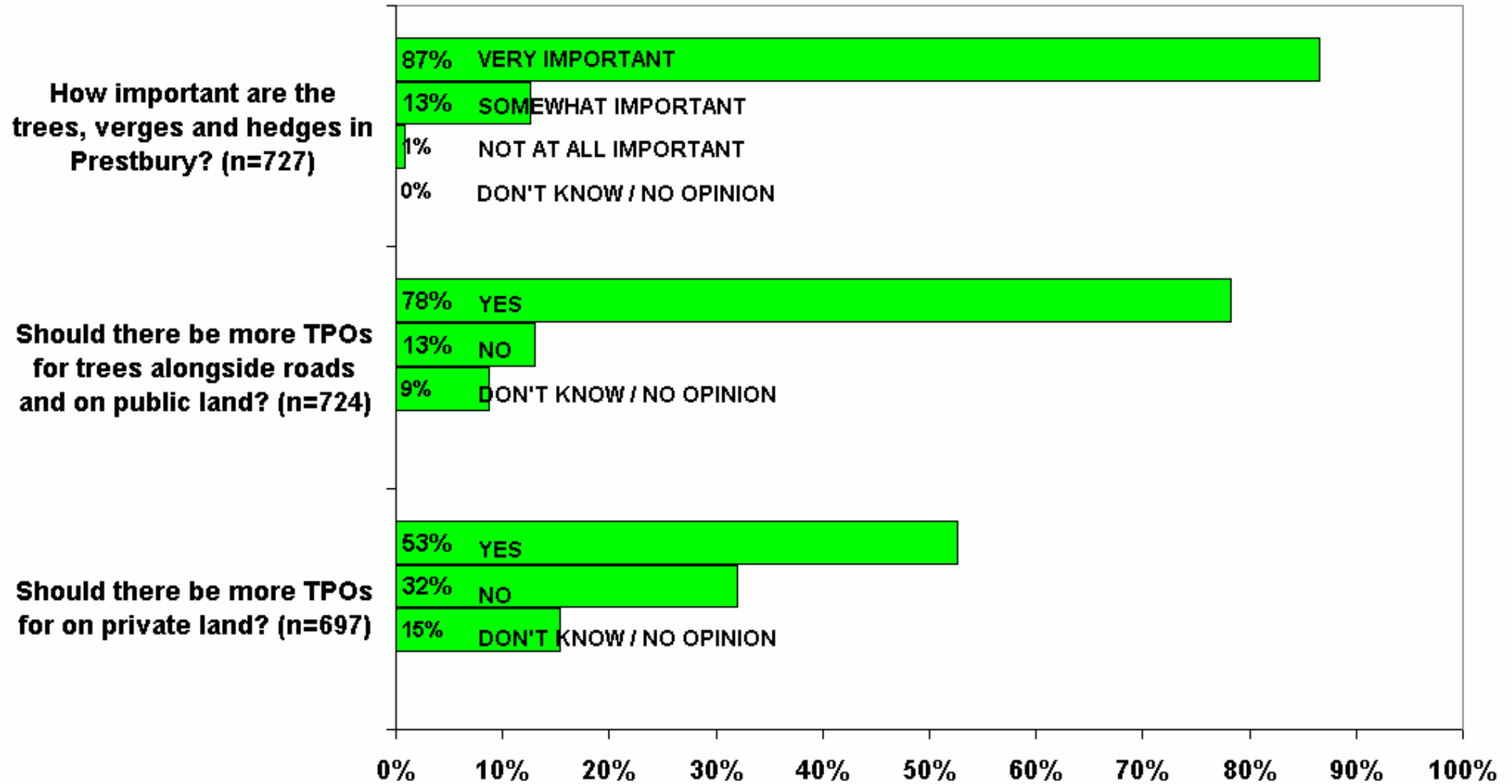
Theme / Category	Total
New builds are attractive and of good standards	2
New builds will look better with time	1
Some are attractive, others are not	16
Well designed, but big. New residents need to get involv	1
Grand Total	20

What is your opinion
about Green Belt in and
around Prestbury?
(n=727)



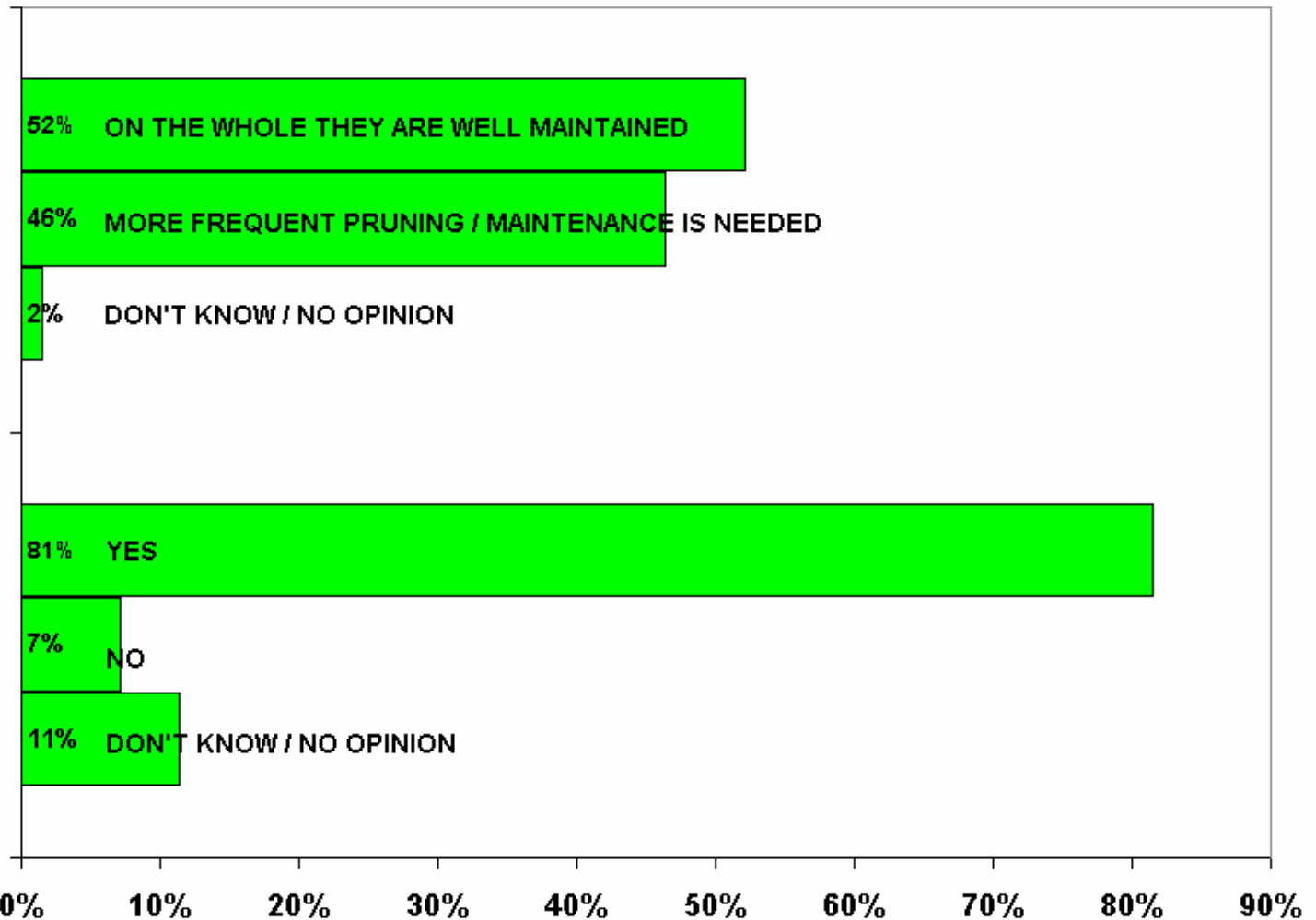
The community believe that green belt land must be protected from housing development

Trees, verges and hedges



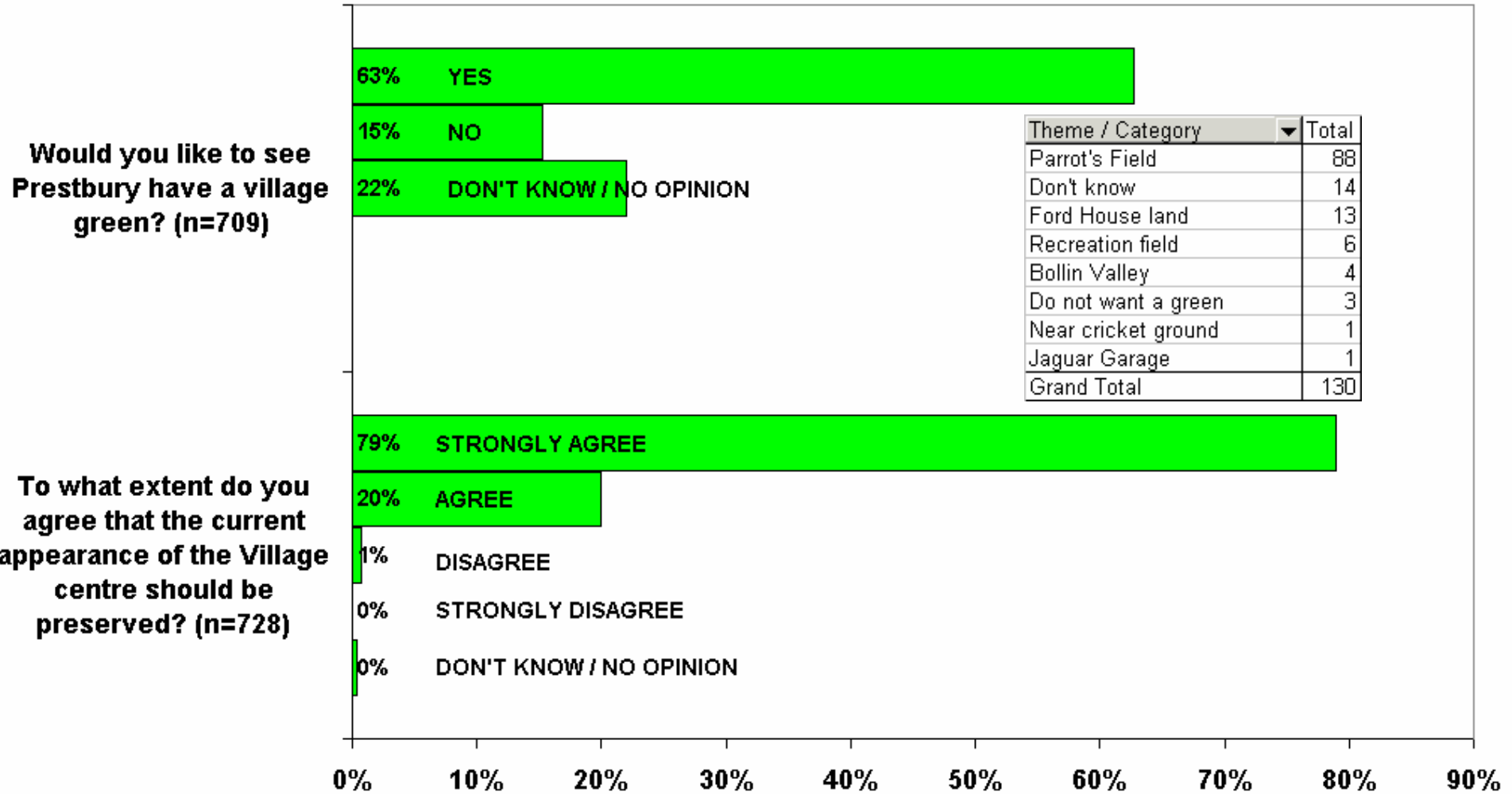
Trees, verges and hedges are very important to residents and should be protected, particularly on public land

How well managed are the trees, verges and hedges in Prestbury? (n=727)



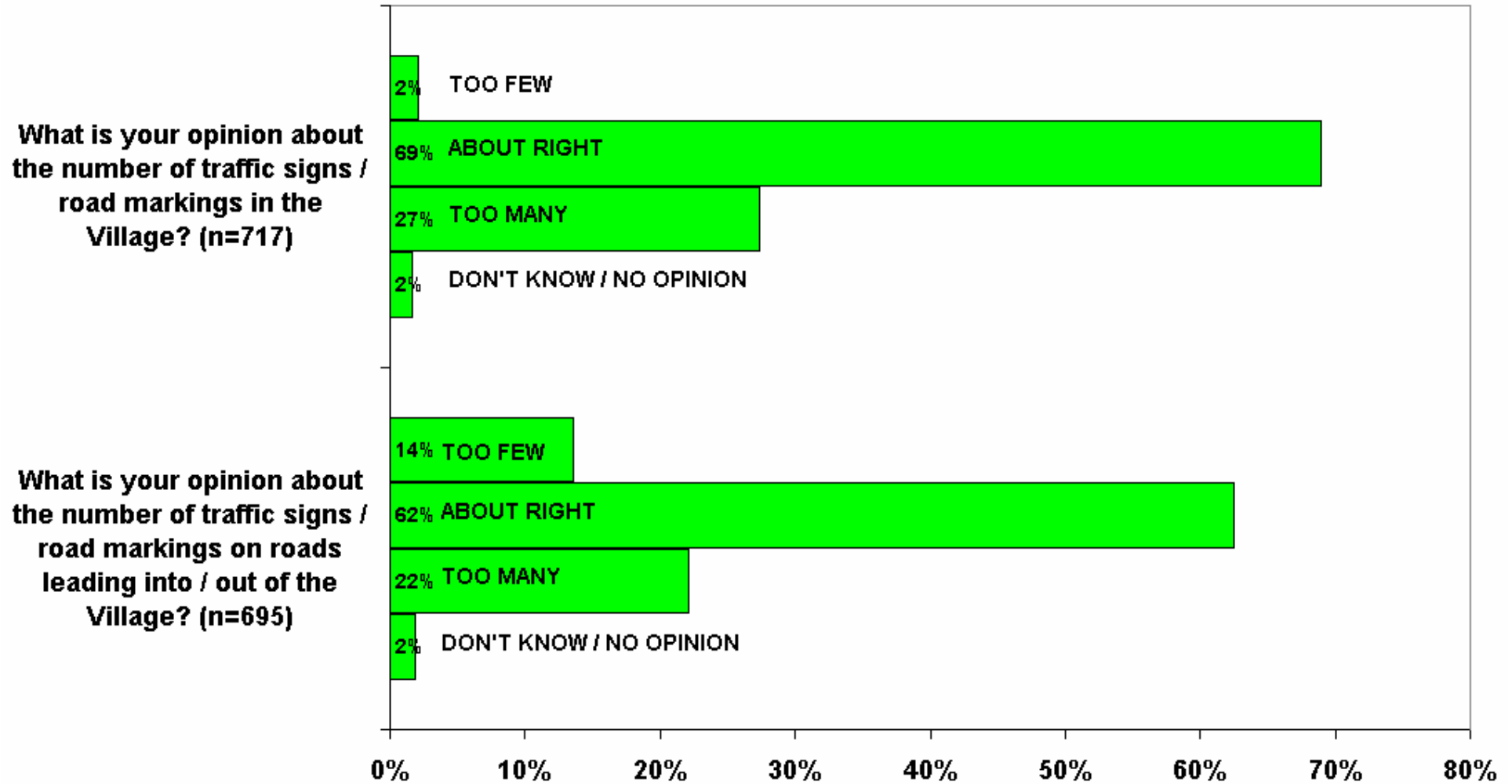
Almost half the respondents believe that more frequent pruning / maintenance is needed, the other half are satisfied with the current situation. The community is very supportive of a managed tree planting programme

Village green and conservation



A significant majority of respondents would like to have a village green. The only suggested location with significant support is Parrot's Field. Nearly everyone believes that the appearance of the Village centre should be preserved

Traffic signs / road markings



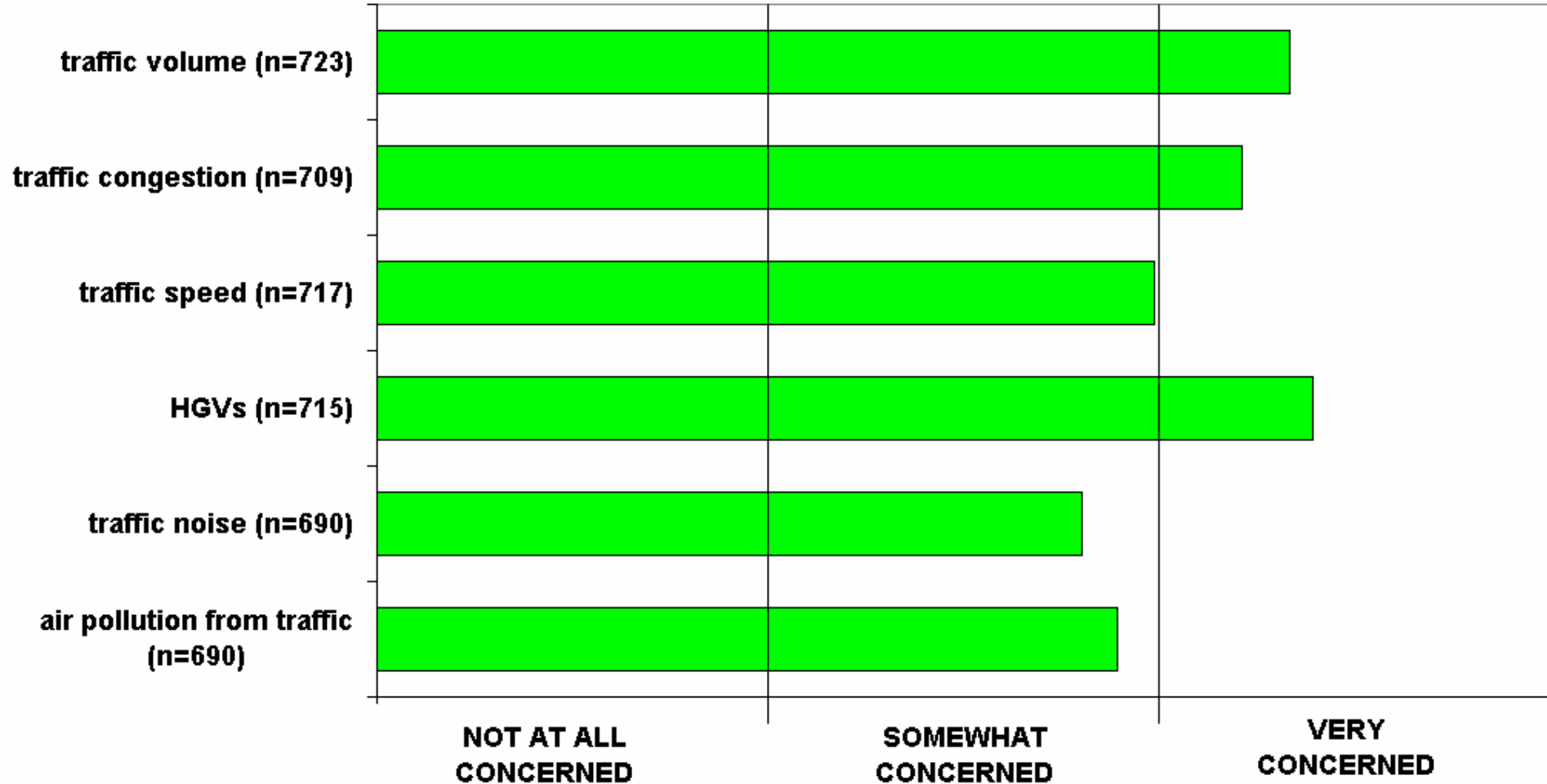
The number of traffic signs / road markings in the Village and on roads leading to the Village is about right according to most people

SECTION 3

**TRAFFIC &
PARKING**

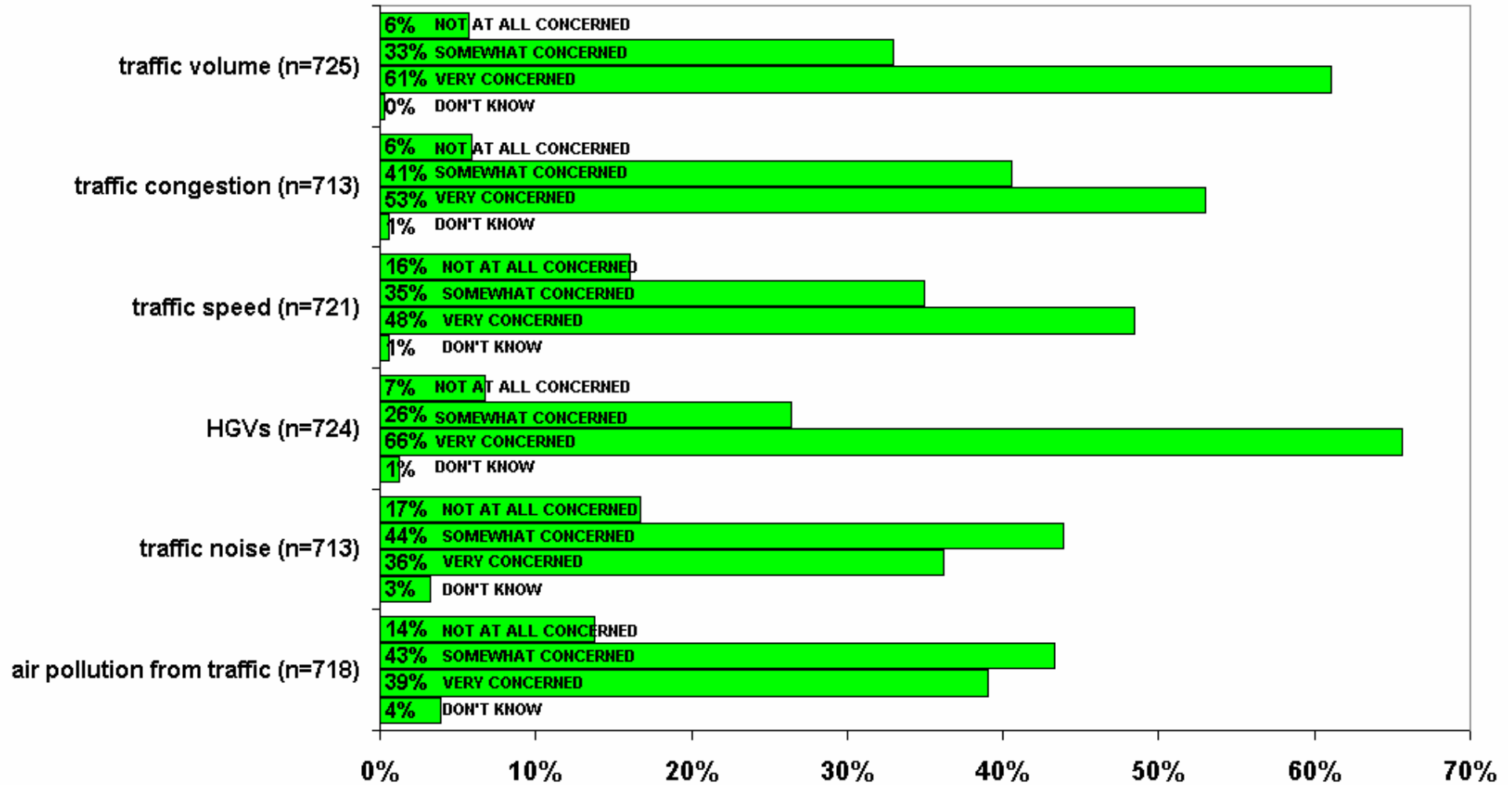
Aspects of traffic

Average weighted rating, excluding don't know / no opinion



Residents are very concerned about HGVs, traffic volume and congestion in particular

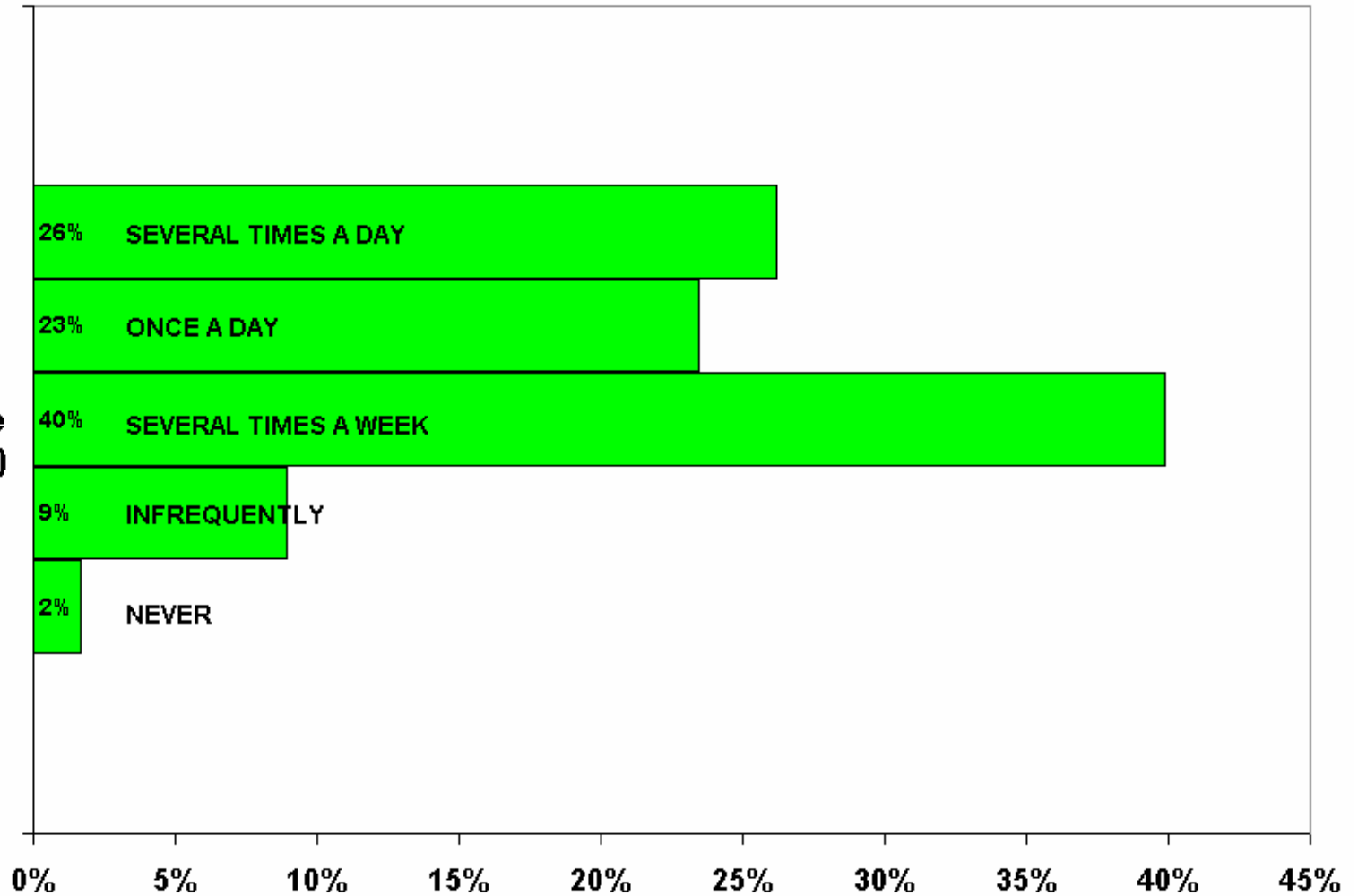
Aspects of traffic



Over half the respondents were 'very concerned' about traffic volume, congestion, speed and HGVs. Very few people did not know / had no opinion about these topics

Frequency of driving

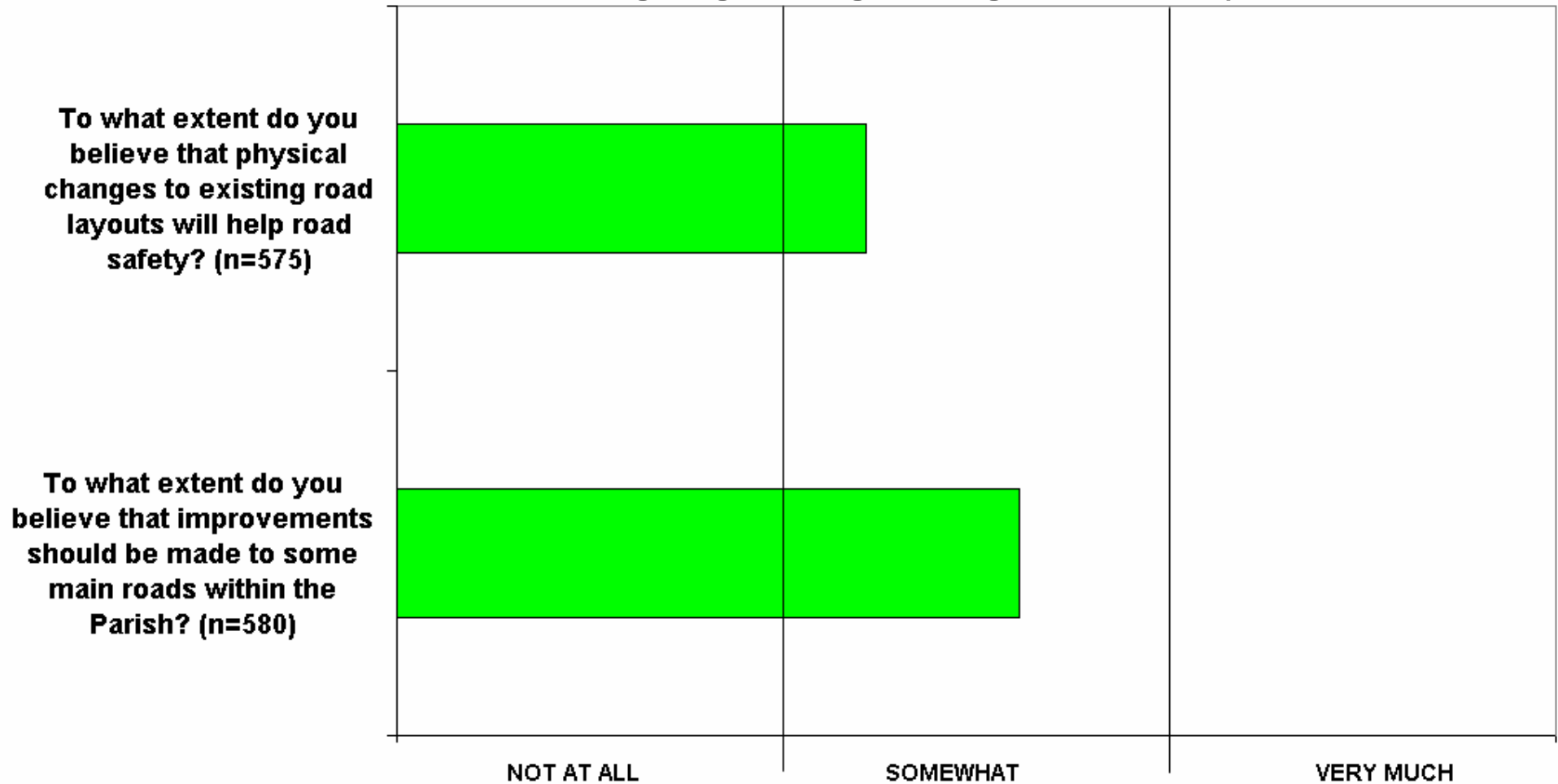
How frequently do you drive into or through the village yourself? (n=730)



89% of respondents regularly drive through the village

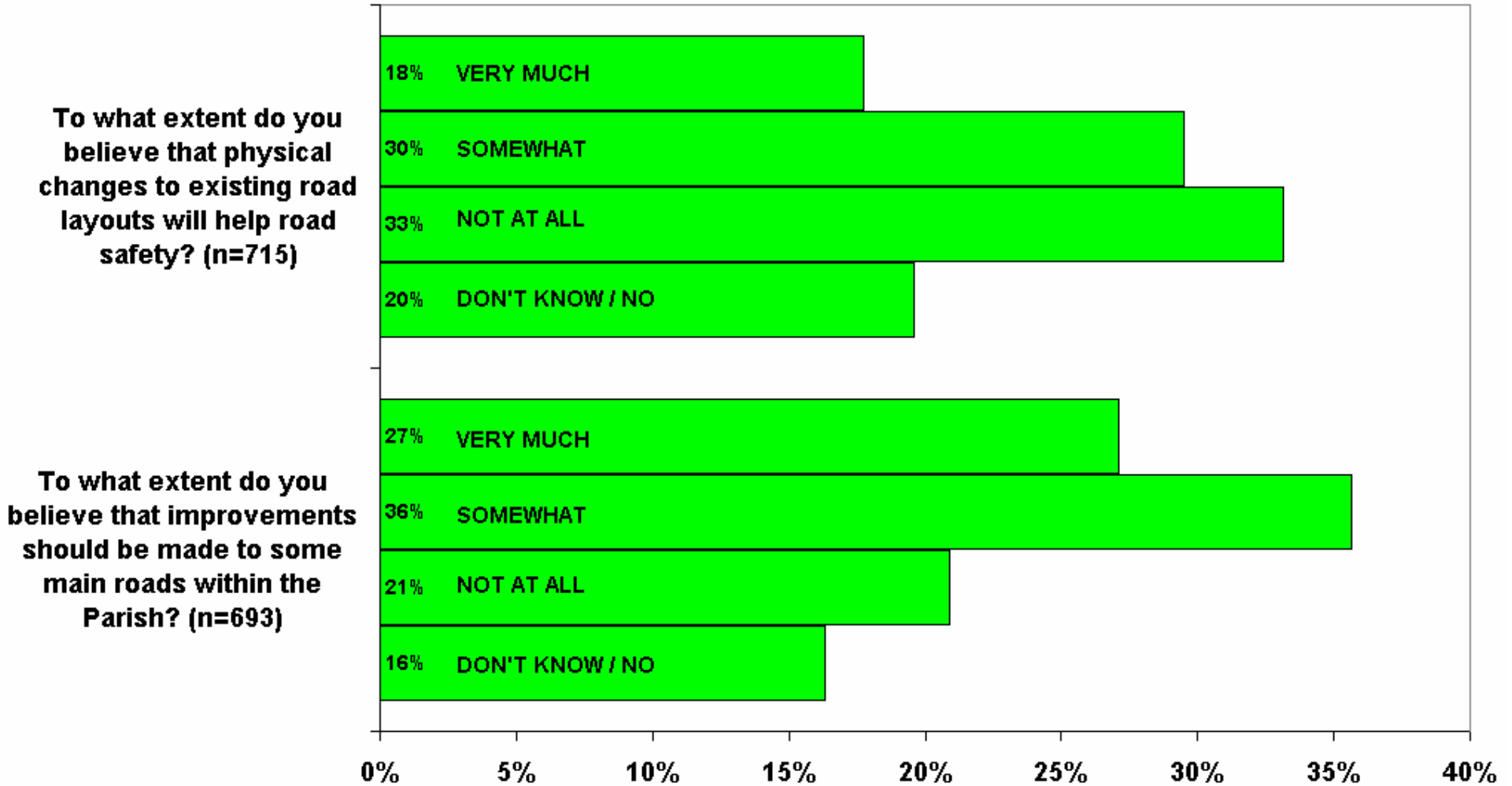
Road improvements

Average weighted rating, excluding don't know / no opinion



On balance, there does not appear to be strong support for these road improvements

Road improvements



The community is divided on these topics. Further analysis is needed to understand this in more depth

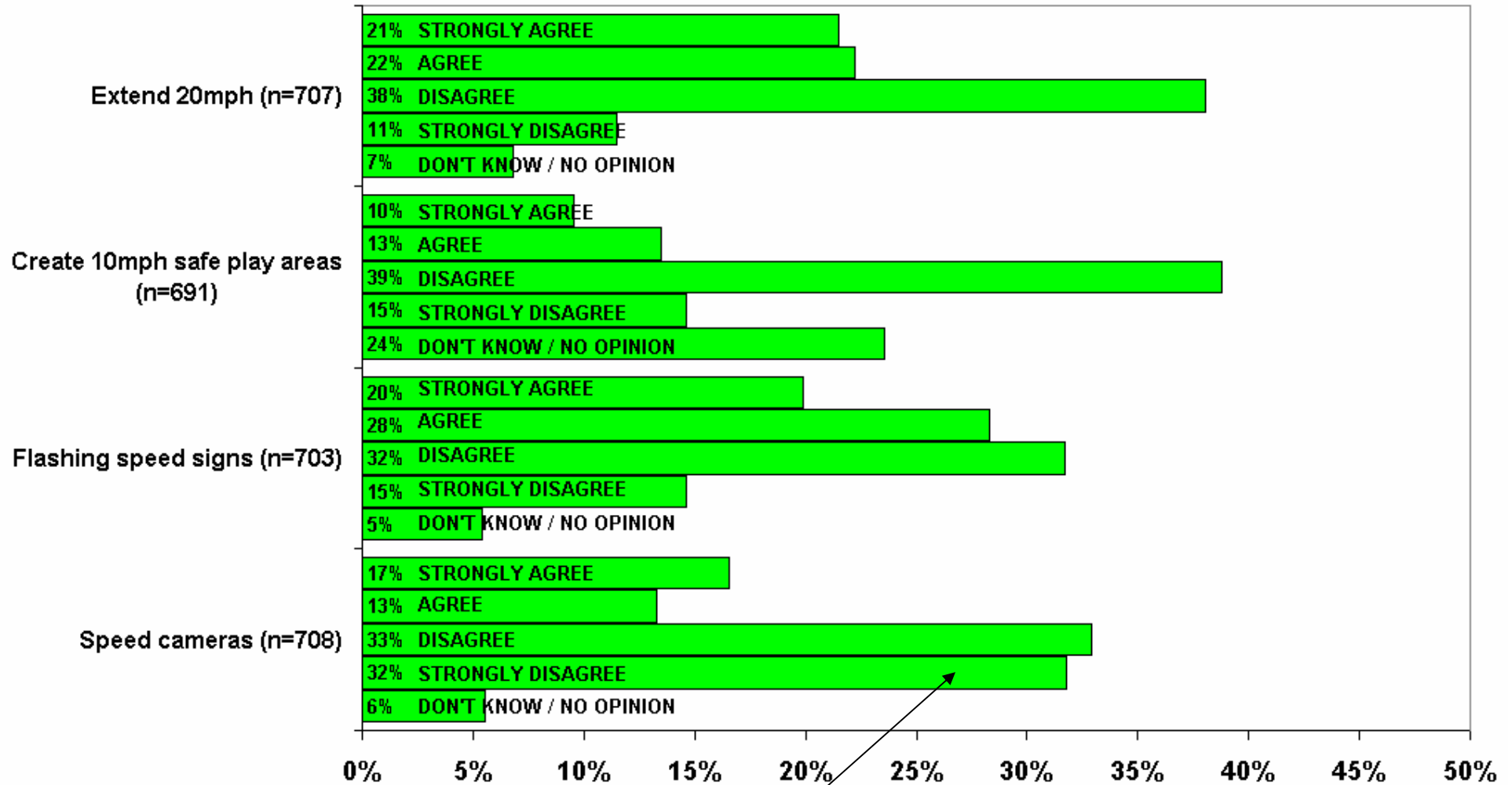
Traffic proposals

Note: many of these proposal were identified as possible solutions in the 80 face-to-face interviews

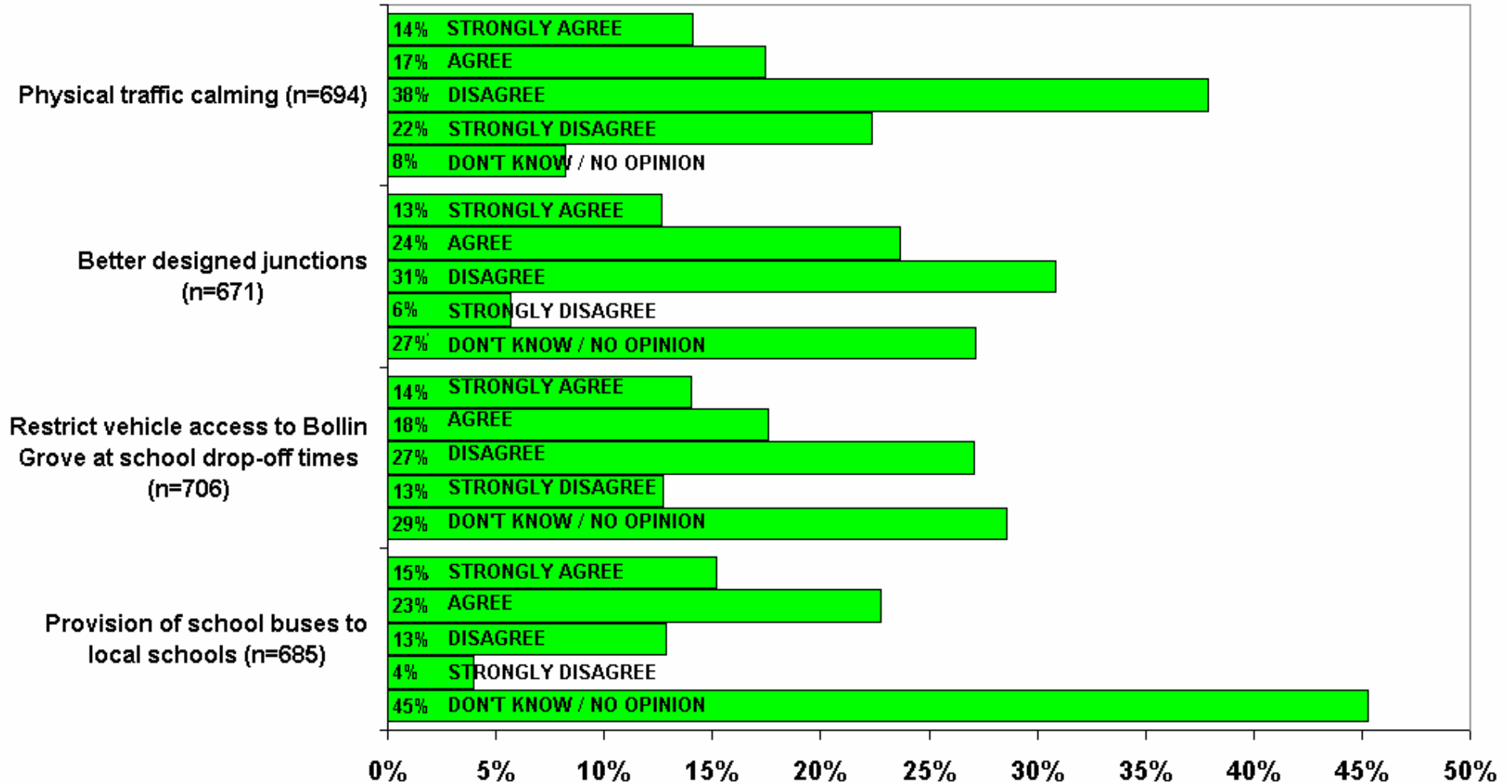


The only proposal respondents clearly agree with is one which does not inconvenience them as a driver. Many of the proposals are aimed at protecting pedestrians and children and these results may reflect the fact that only 1 in 4 households have children

Traffic proposals



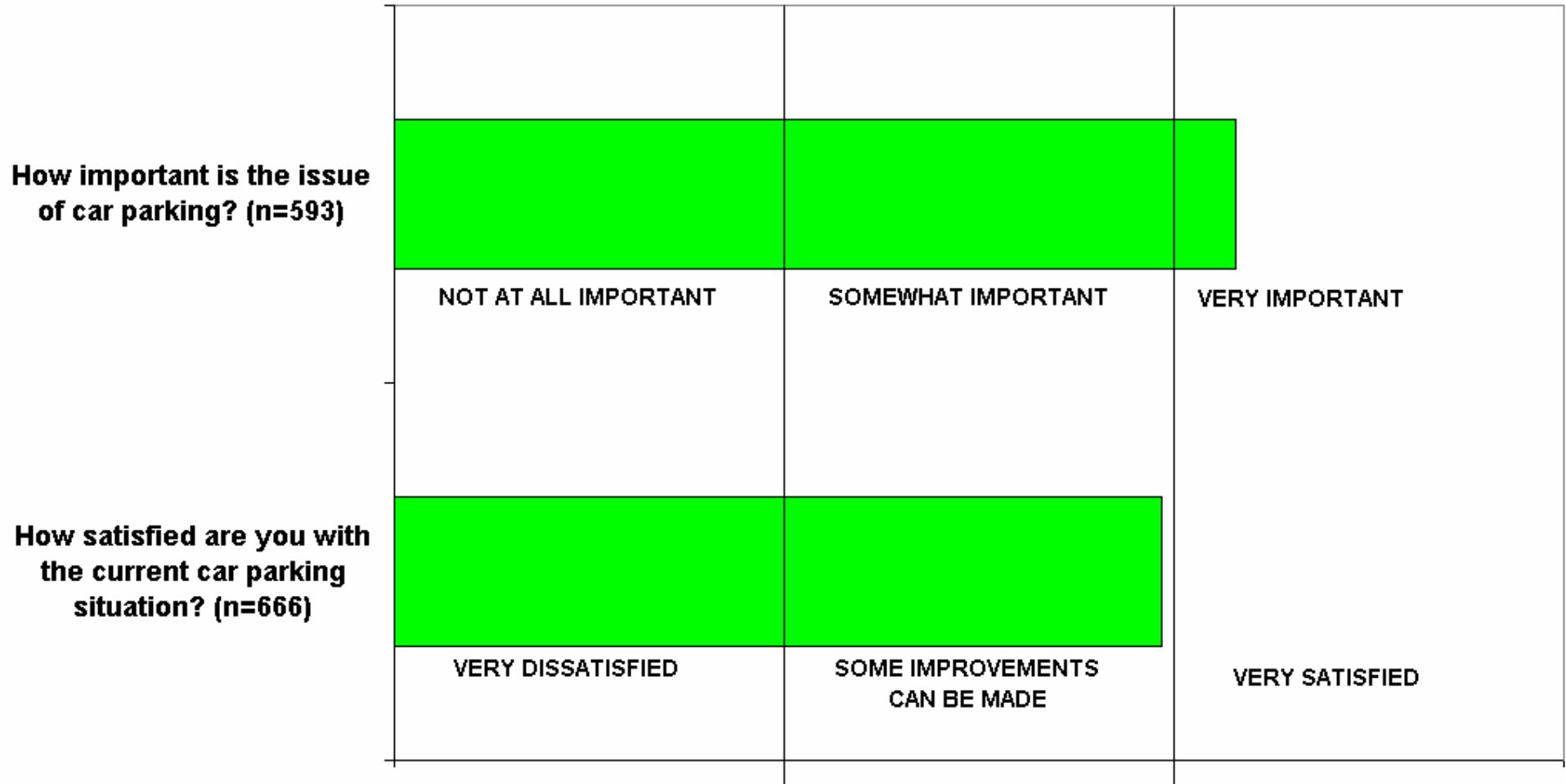
In particular, respondents do not like the prospect of speed cameras



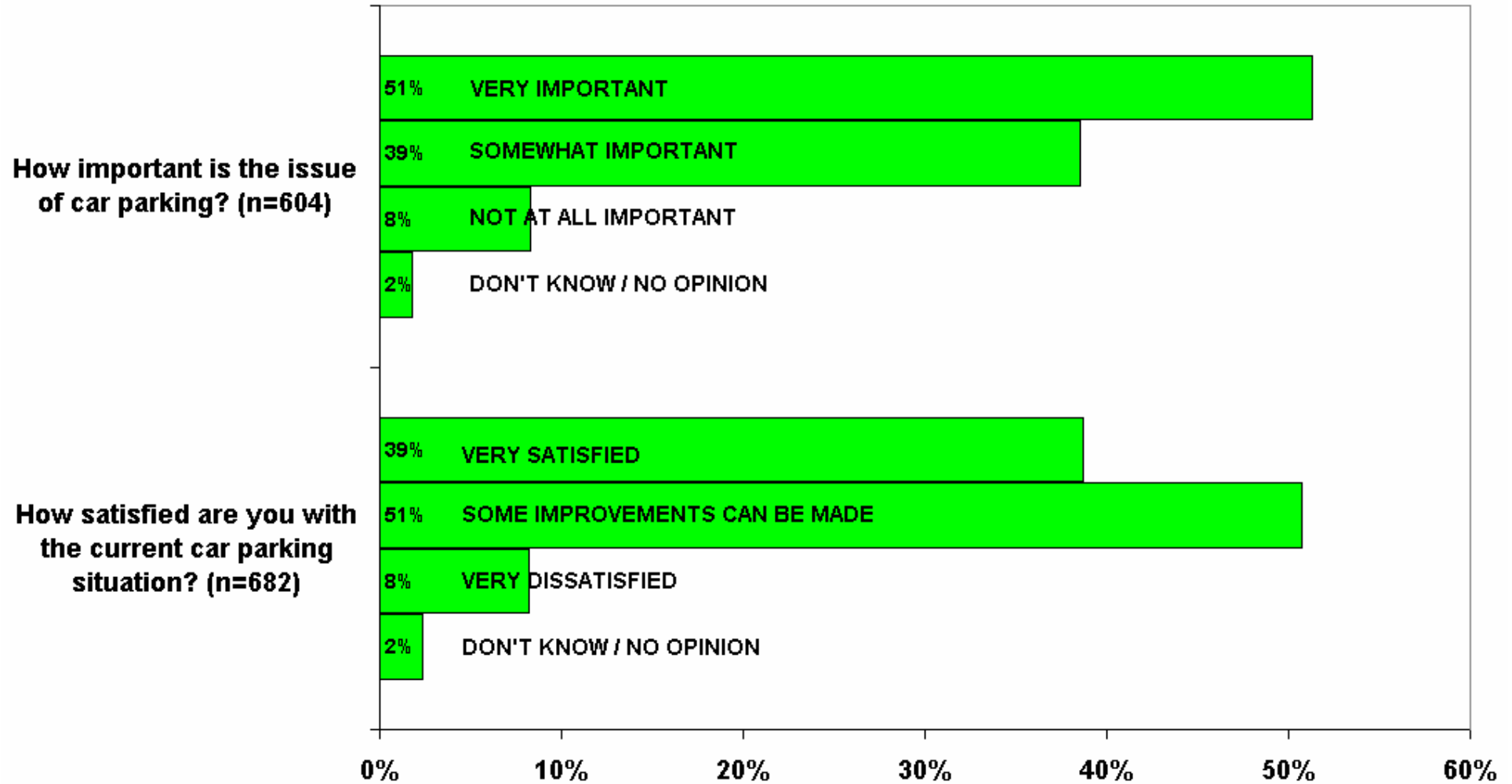
A significant proportion of respondents are undecided suggesting that there is an opportunity to raise awareness of the benefits of these proposed solutions

Parking

Average weighted rating, excluding don't know / no opinion



Parking is very important to respondents and improvements can be made to the current situation



Half of respondents would like to see improvements made to the current parking situation

SECTION 4

SHOPS, BANKS, RESTAURANTS & PUBS

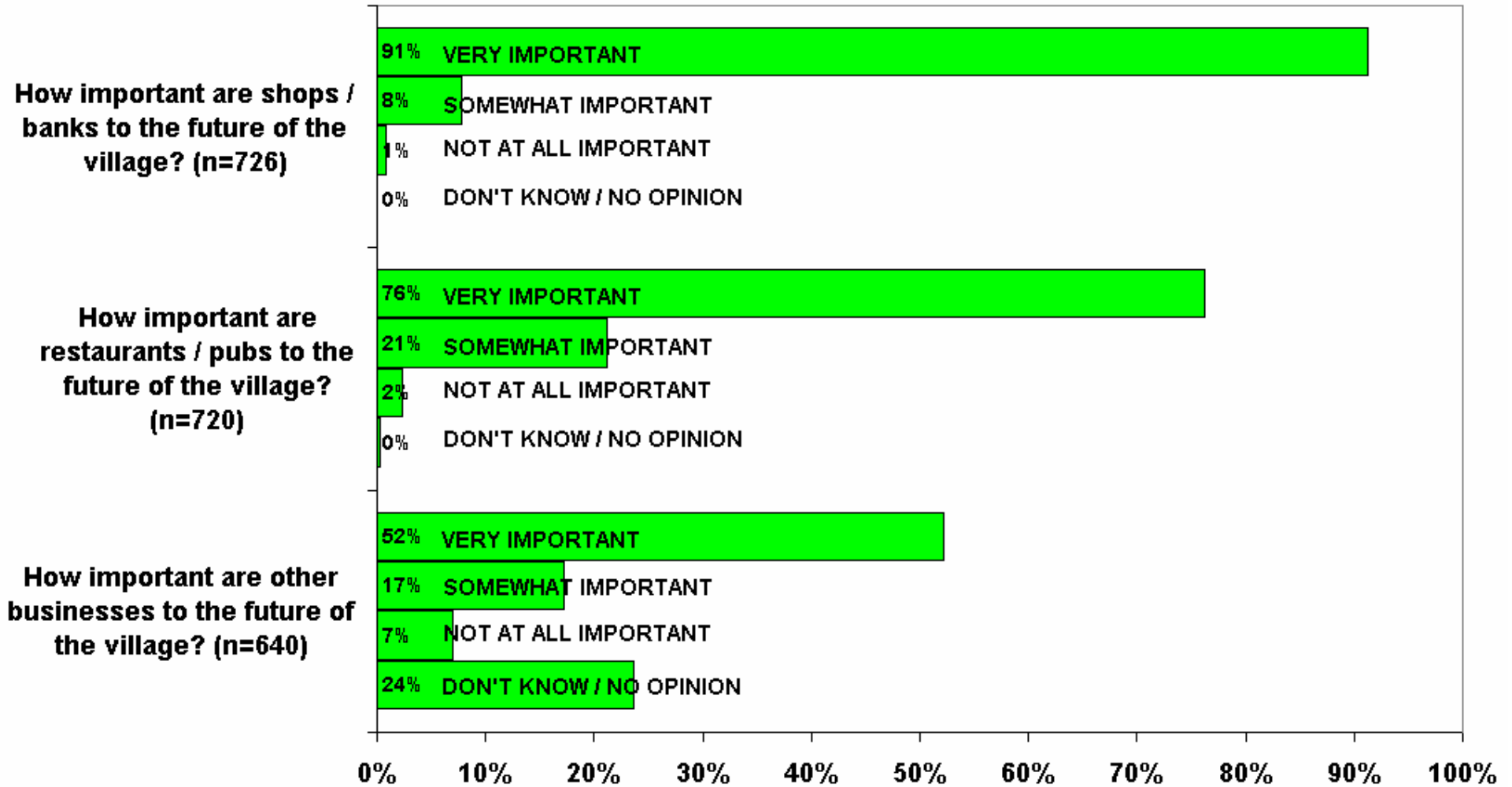
Shops, banks, pubs, restaurants and other businesses

Average weighted rating, excluding don't know / no opinion



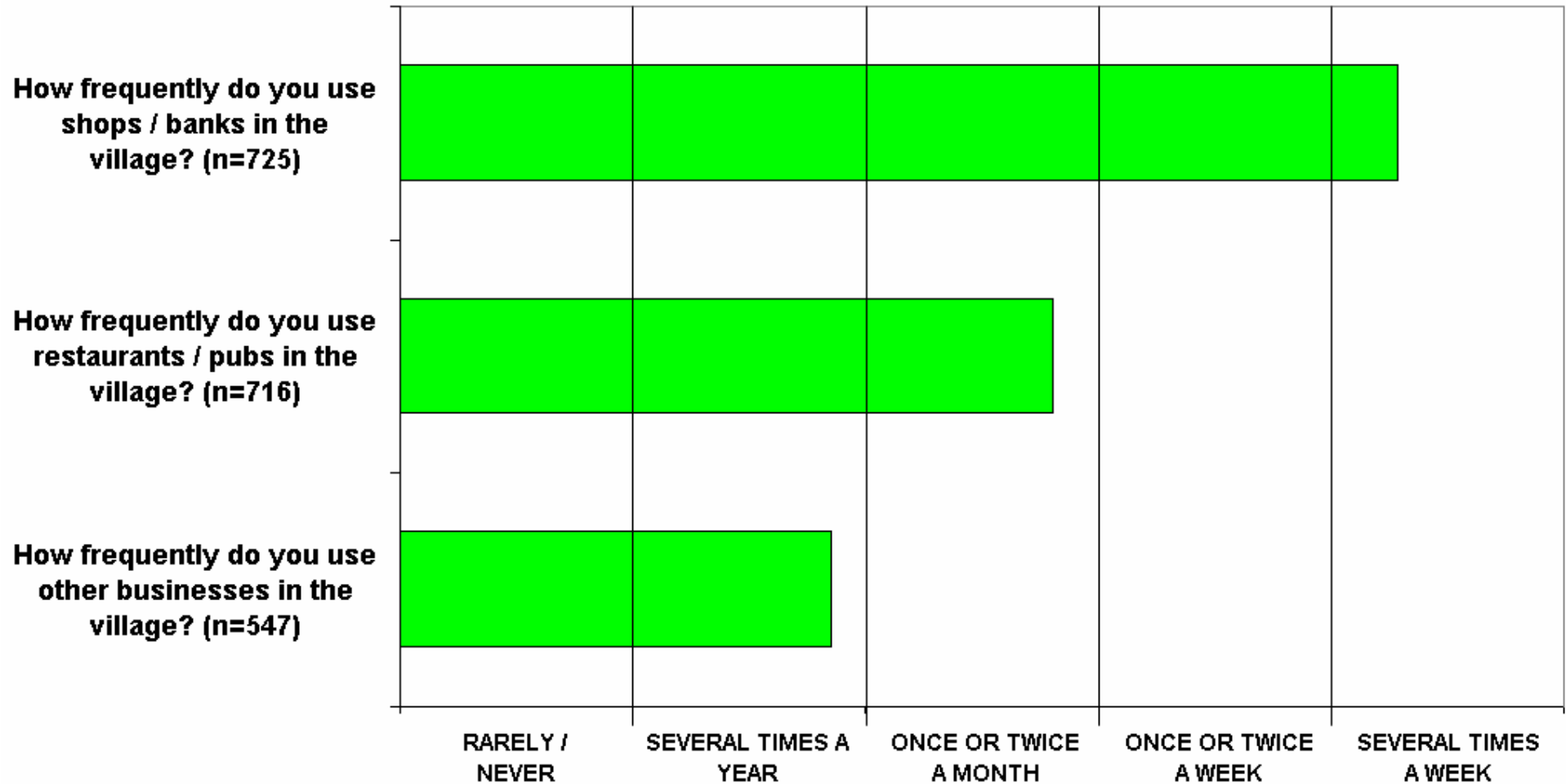
All categories of businesses are very important to the community, but shops and banks are the most important

Shops, banks, pubs, restaurants and other businesses



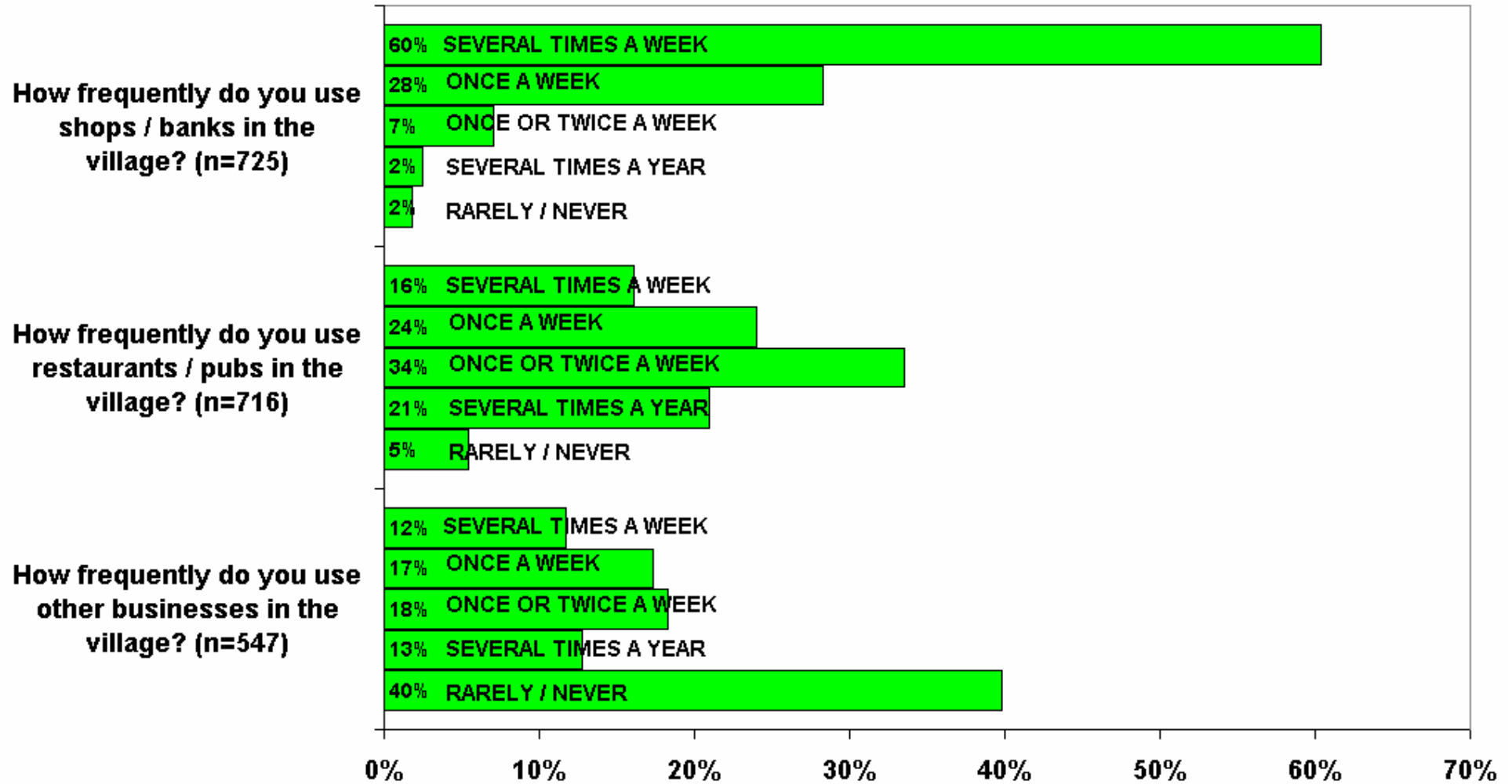
Frequency of use

Average weighted rating, excluding don't know / no opinion



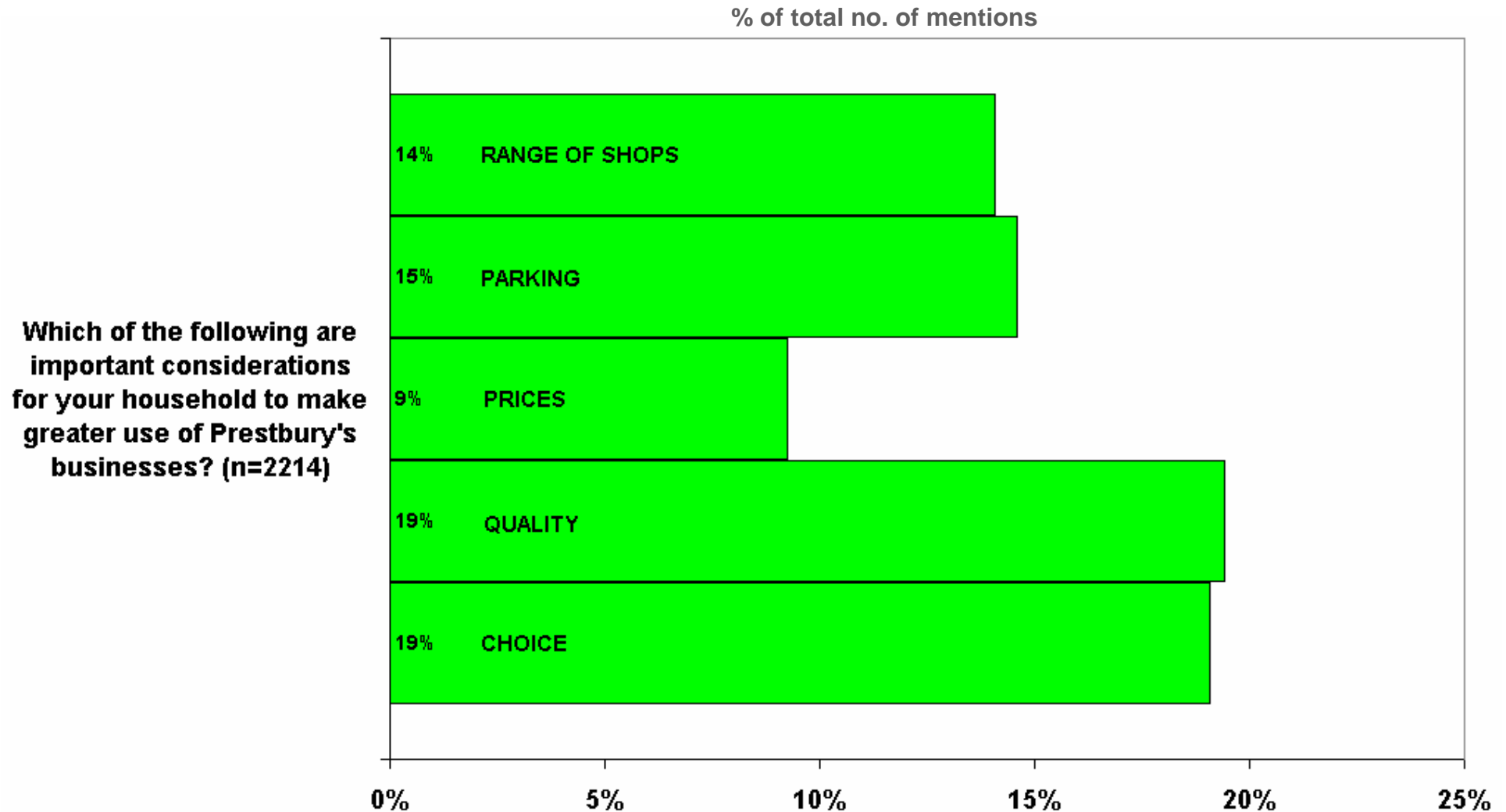
Shops and banks are the most frequently used category

Frequency of use



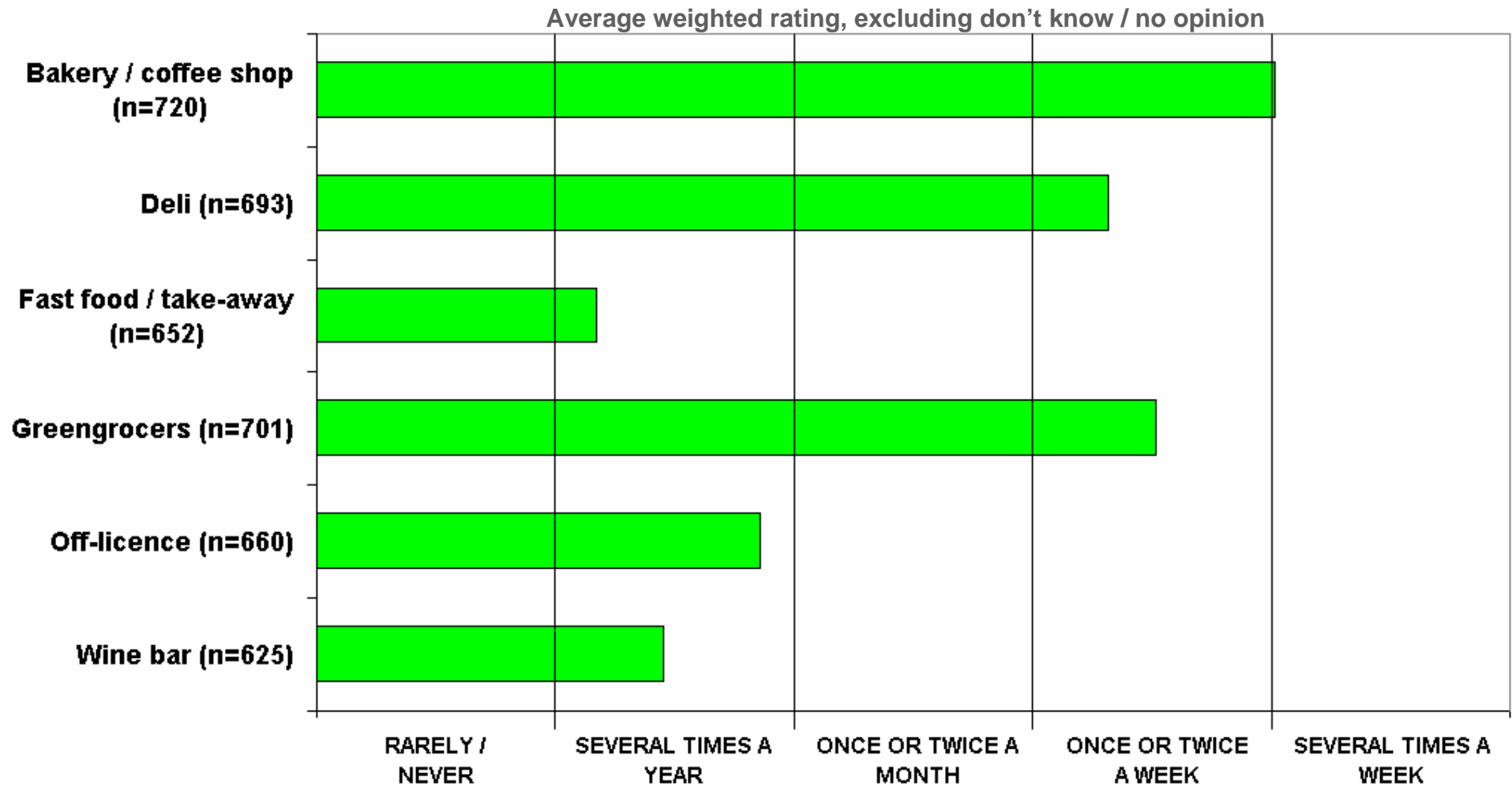
Most households use Prestbury's shops / banks several times a week

What do households want?



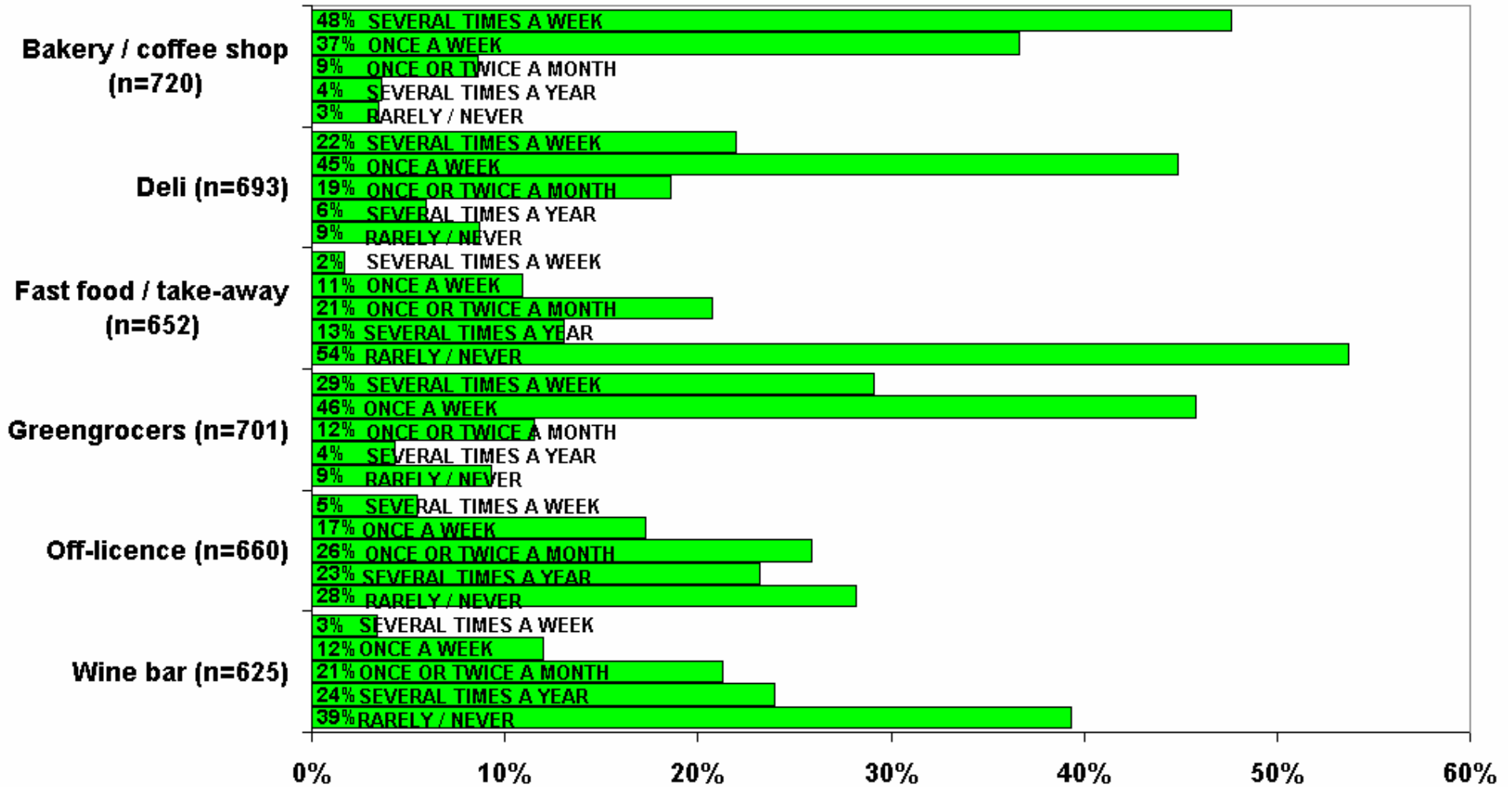
Quality and choice are the most important factors when encouraging residents to make greater use of Prestbury's businesses. Prices are least important

Frequency of use of 'new' shops



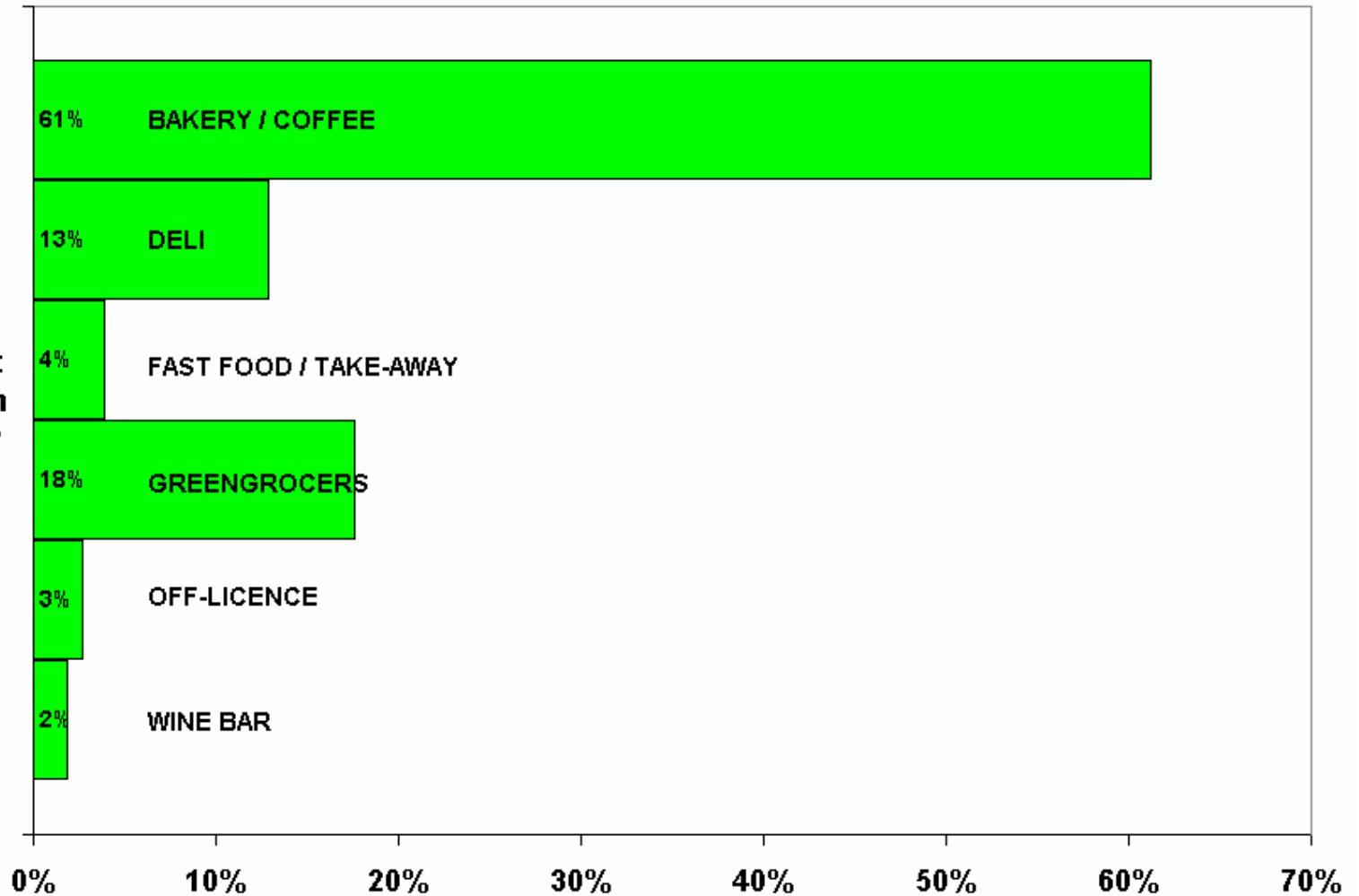
In terms of attracting a new shop to Prestbury, residents would make most use of a bakery, greengrocers or a deli. The least popular would be a fast food or wine bar

Frequency of use of 'new' shops



Highest priority 'new' shop

If you could choose just ONE from this list, which one would you choose?
(n=490)



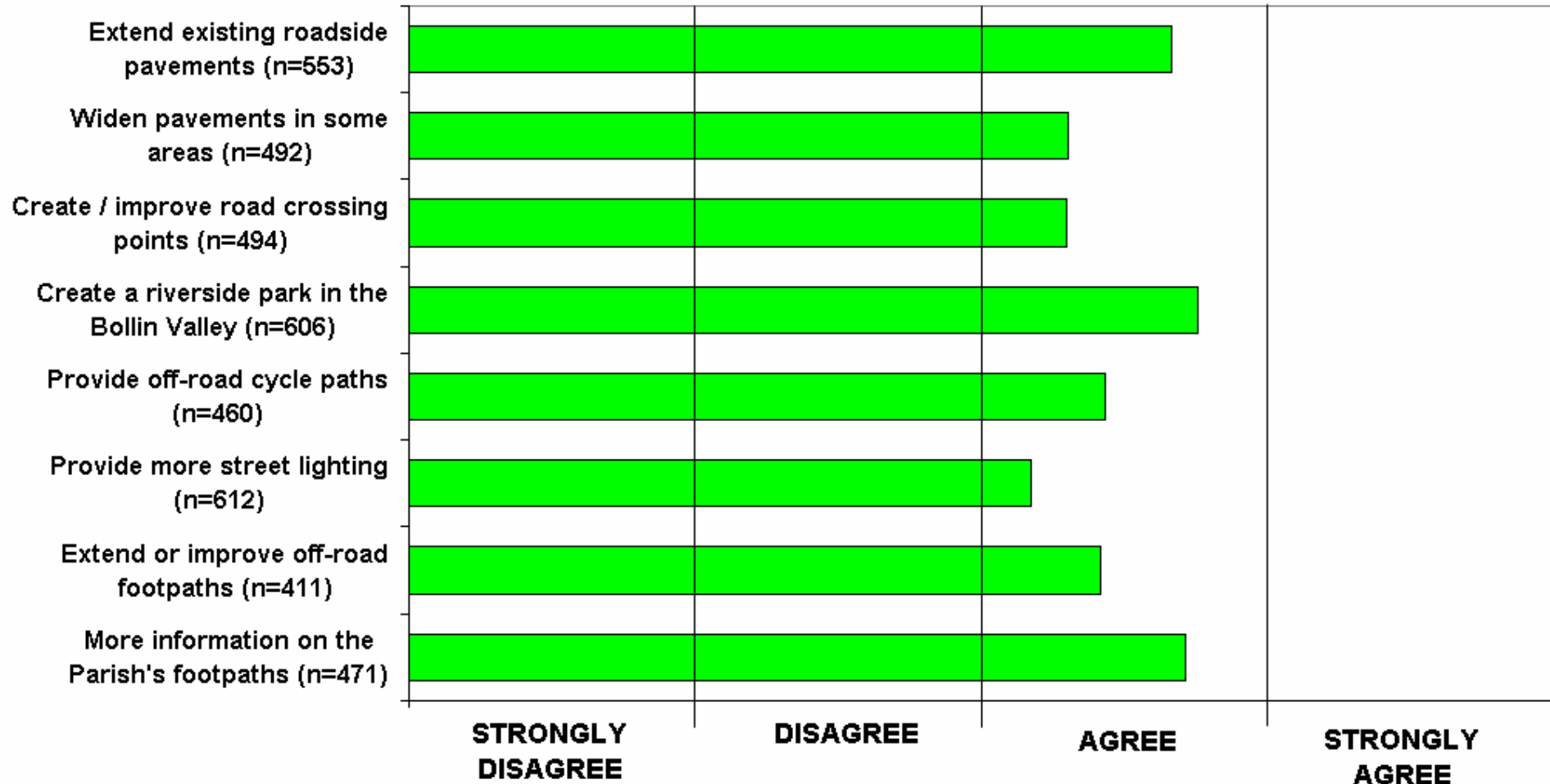
The bakery, greengrocers and deli are also the three highest priority shops for residents

SECTION 5

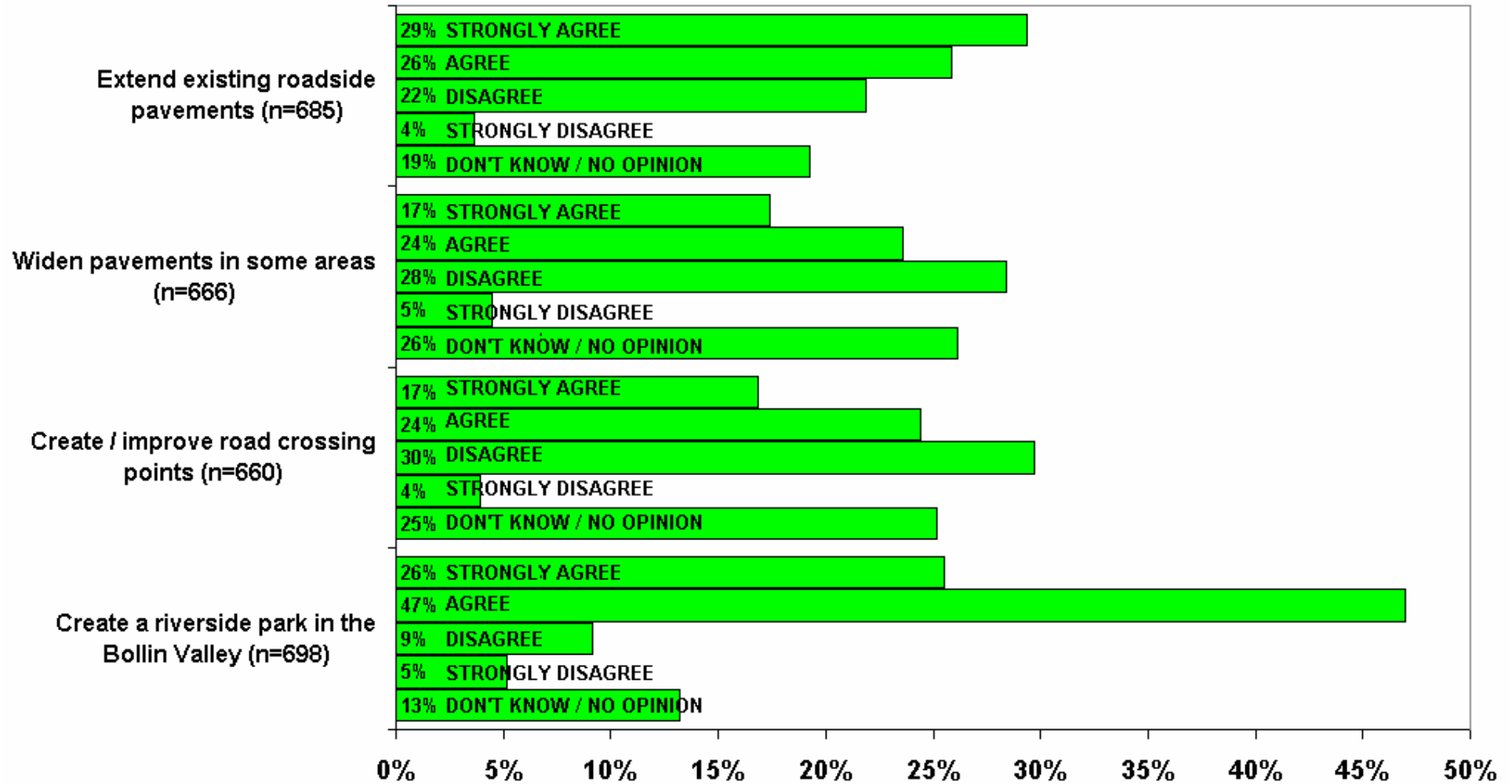
**PAVEMENTS,
FOOTPATHS &
STREETLIGHTS**

Footpath proposals

Average weighted rating, excluding don't know / no opinion



Residents agree with all of the proposals, but in particular the most popular choices are riverside park, more information, extending pavements and off-road cycle / foot paths



A significant proportion of respondents were undecided, suggesting that there is an opportunity to explain the benefits of many of these proposals

a. Extend existing roadside pavements

Castle Hill	Heybridge Lane	Chelford Road	Prestbury Lane	Macclesfield Road	Wilmslow	Manchester Road	All roads	Total
49	40	24	7	3	4	1	3	131
37%	31%	18%	5%	2%	3%	1%	2%	100%

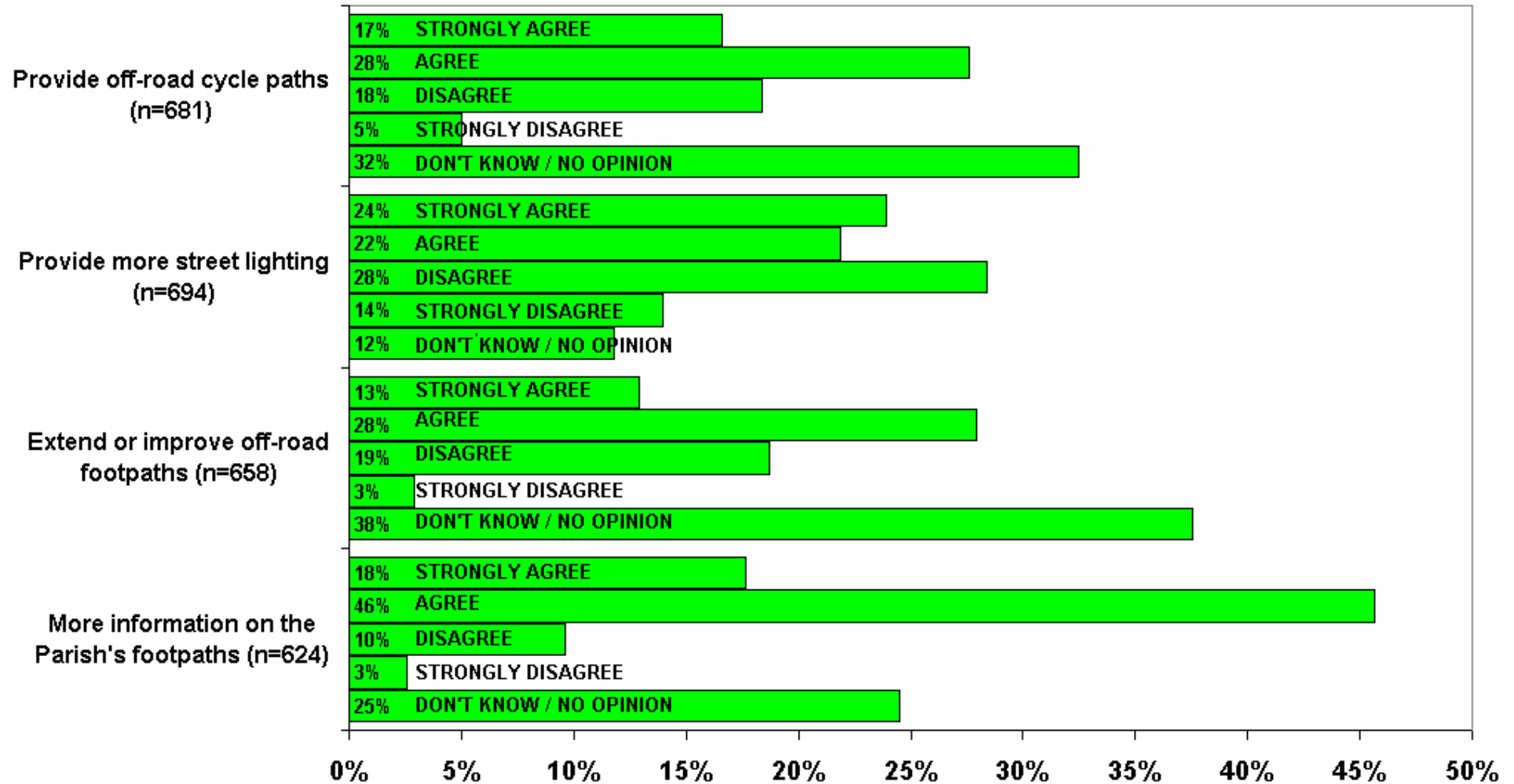
b. Widen pavements in some areas

Heybridge Lane	Railway bridge	New Road	Parrott's Field	near Admiral Rodney	Bollin Grove	River bridge	Bridge Hotel	Ford House	Village Centre	Lower Cast Hill	Castle Hill	Macclesfield Road	near Bridgefords	Total
5	4	1	1	6	6	0	3	12	1	10	23	6	2	80
6%	5%	1%	1%	8%	8%	0%	4%	15%	1%	13%	29%	8%	3%	100%

c. Create / improve crossing points

Castle Hill	Bridge Gre	Railway st	Heybridge	Jaguar Ga	Macclesfie	White Hou	Wilmslow	Satisfied	Total
20	14	13	10	10	8	4	2	4	85
24%	16%	15%	12%	12%	9%	5%	2%	5%	100%

Footpath proposals



A significant proportion of respondents were undecided, suggesting that there is an opportunity to explain the benefits of many of these proposals

e. Provide off-road cycle paths

All main roads	Wherever possible	Macc Road	Along the Bollin	London Rd to Village	Castle Hill	Total
5	10	1	19	1	1	37
14%	27%	3%	51%	3%	3%	100%

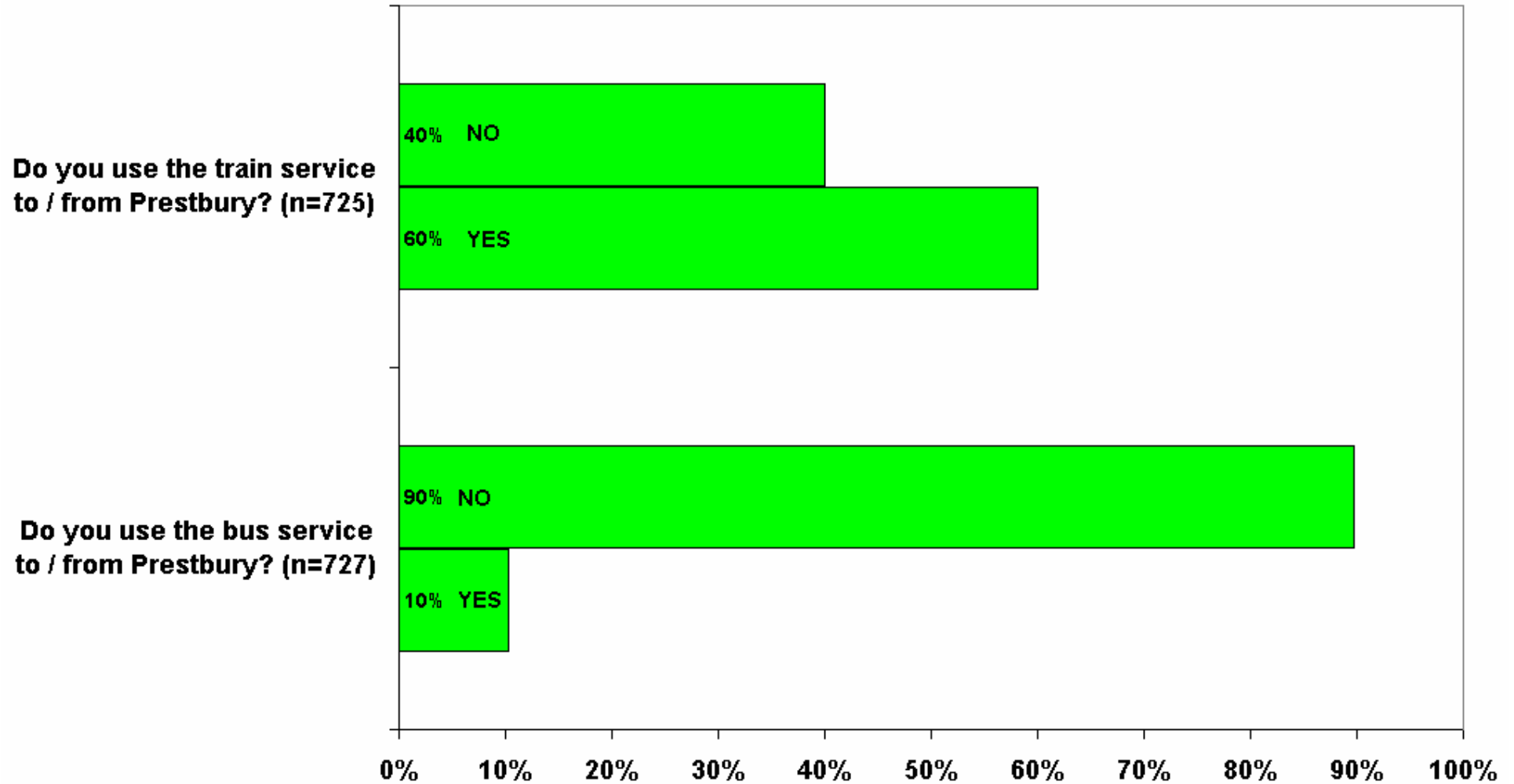
f. Provide more street lighting

Castle Hill	Macc Road	Heybridge Lane	Residential	New Road	Bollin Grove	Main Roads	Butley Lanes	Scott Road	Willow mead	Shirley's Car	Chelford Road	Meadow Drive	Badger Road	Brocklehurst	Bridge Green	Junctions	None	Total
21	17	17	13	12	7	6	6	3	2	2	2	1	1	1	1	1	6	119
18%	14%	14%	11%	10%	6%	5%	5%	3%	2%	2%	2%	1%	1%	1%	1%	1%	5%	100%

SECTION 6

**PUBLIC SERVICES
& GENERAL**

Train and bus services



Most people use the train service, but few people use the bus service

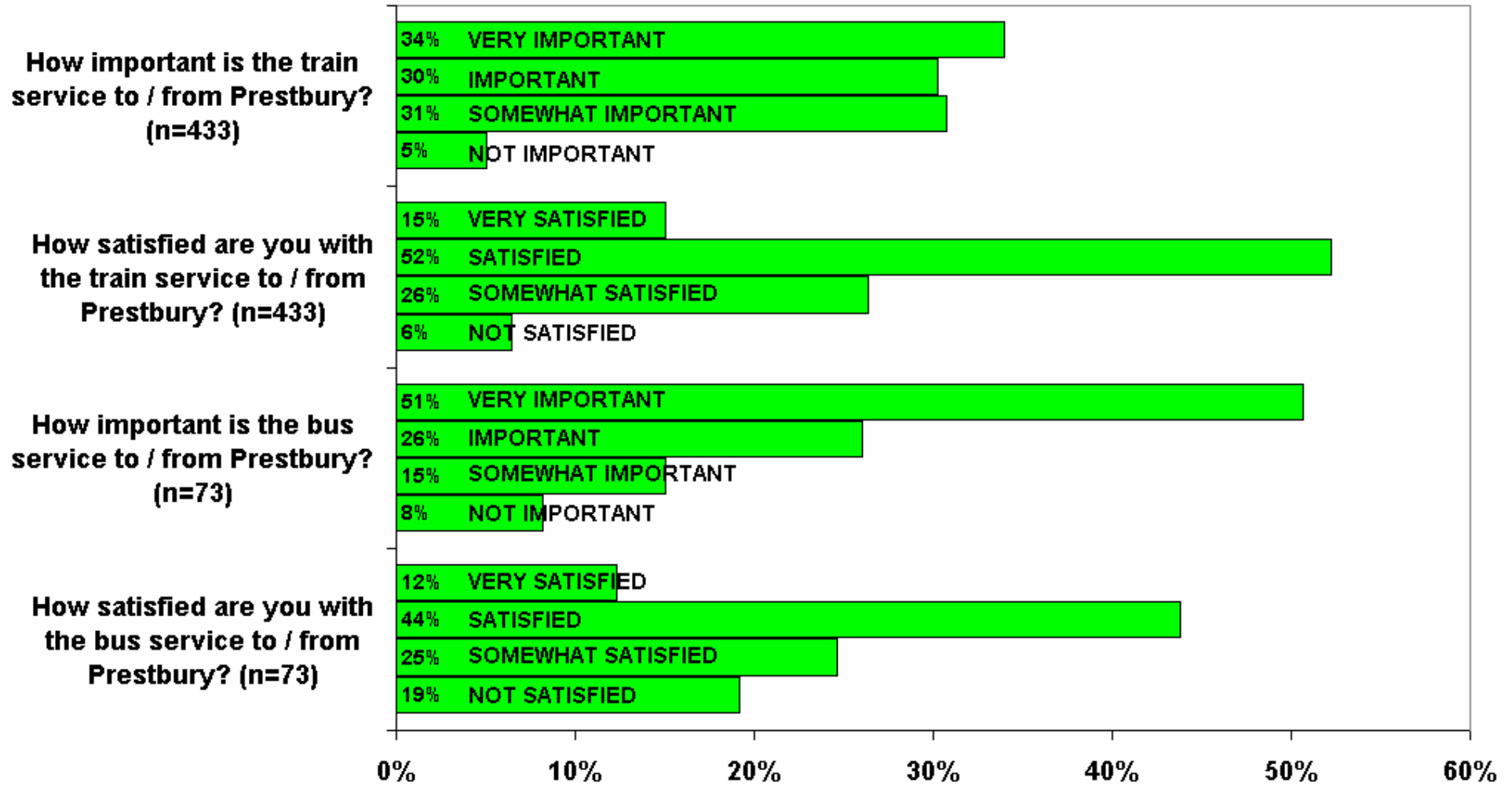
Train and bus services

Average weighted rating, excluding don't know / no opinion



Of those respondents who use the services, residents believe both to be important. Residents are satisfied with both

Train and bus services



Train and bus services

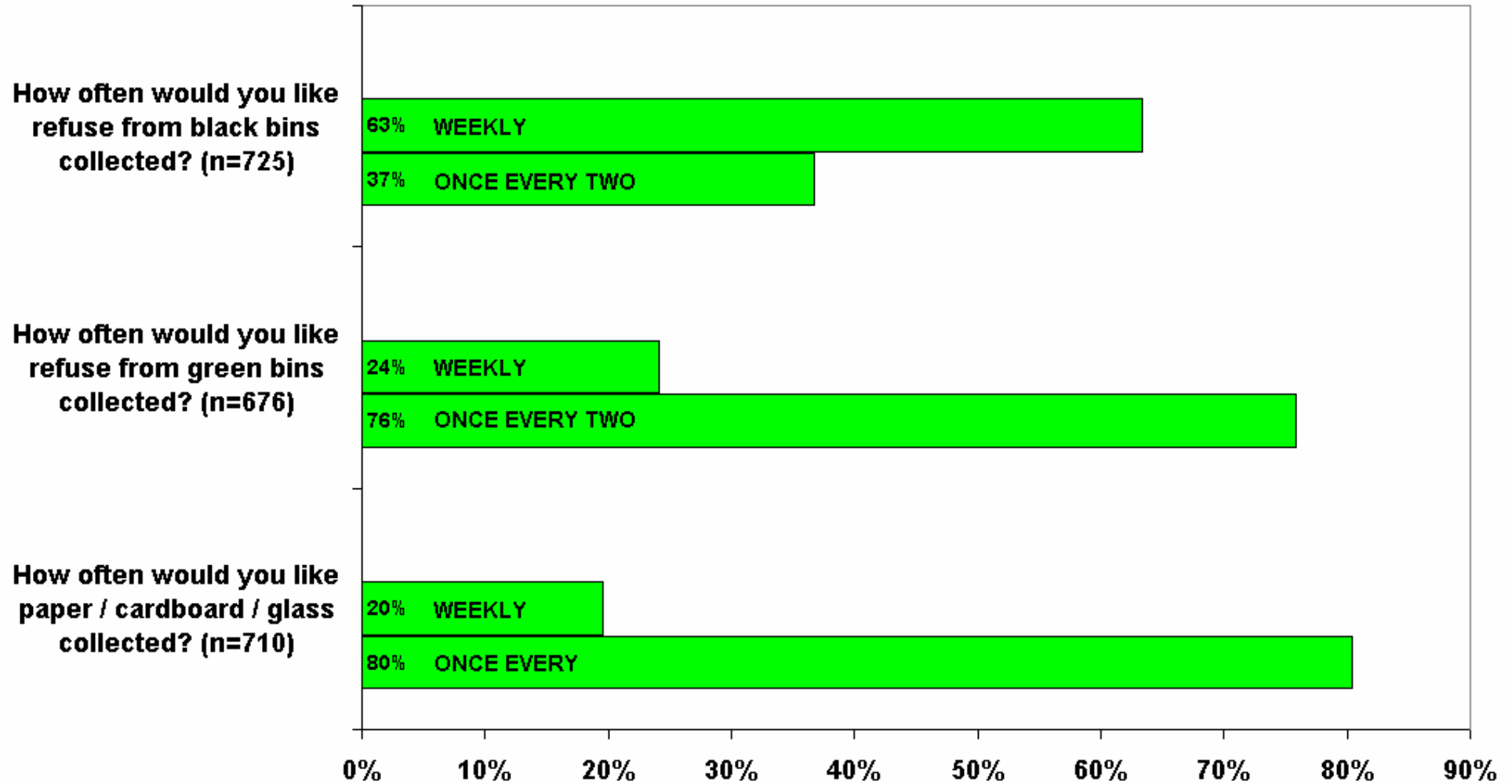
Suggestions to improve the train service:

Theme / Category ▼	Total
Frequency	32
Weekend Service	14
Station Facilities	14
Car Parking	12
Access	6
Pricing	5
Personal Safety	5
Information	4
Importance	3
Connections	2
Journey times	2
Reliability	2
Commuting	2
Rolling Stock	1
Grand Total	104

Suggestions to improve the bus service:

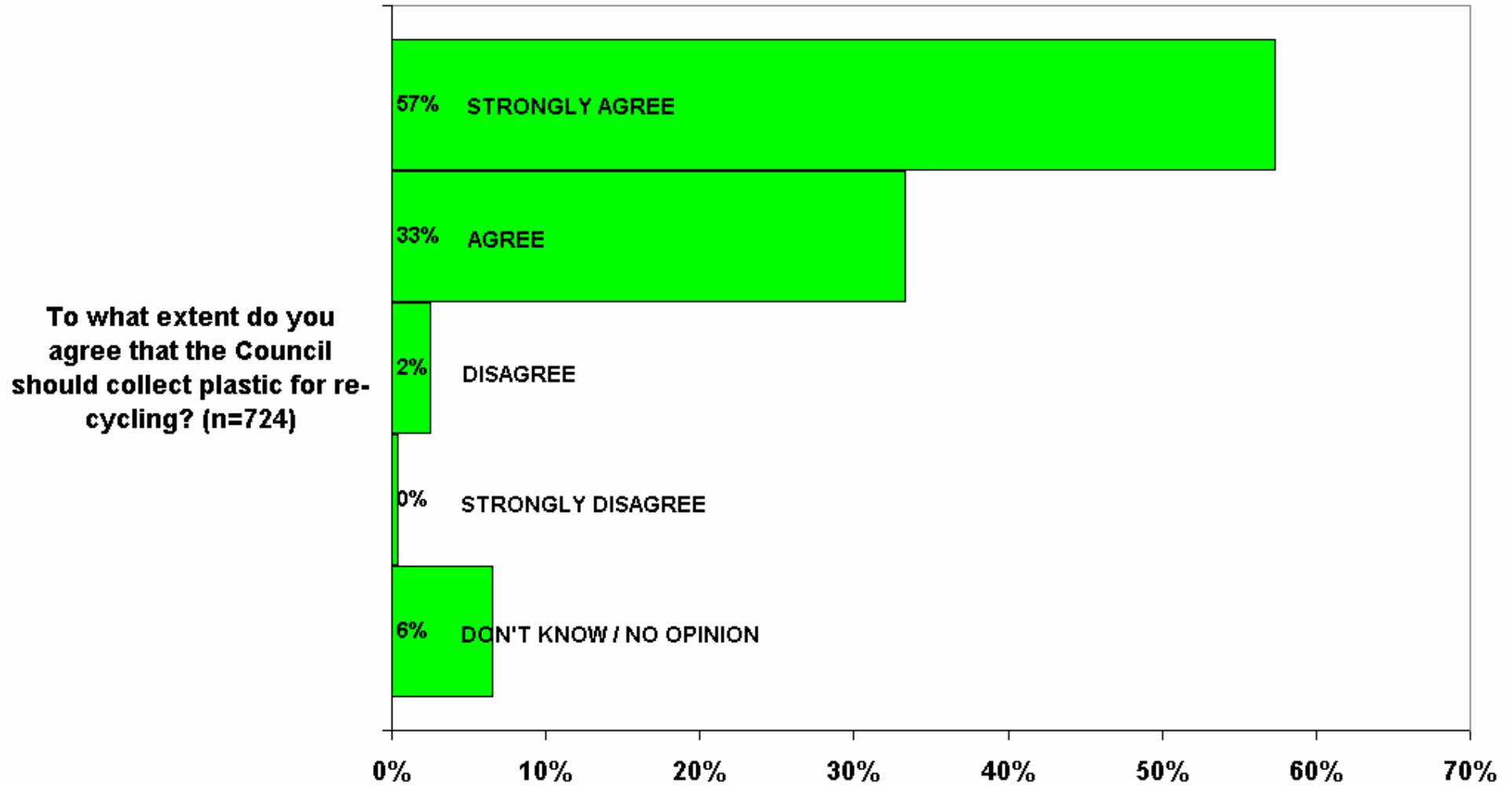
Theme / Category ▼	Total
Frequency	8
Routes	7
Vehicle quality	3
Grand Total	18

Refuse collection



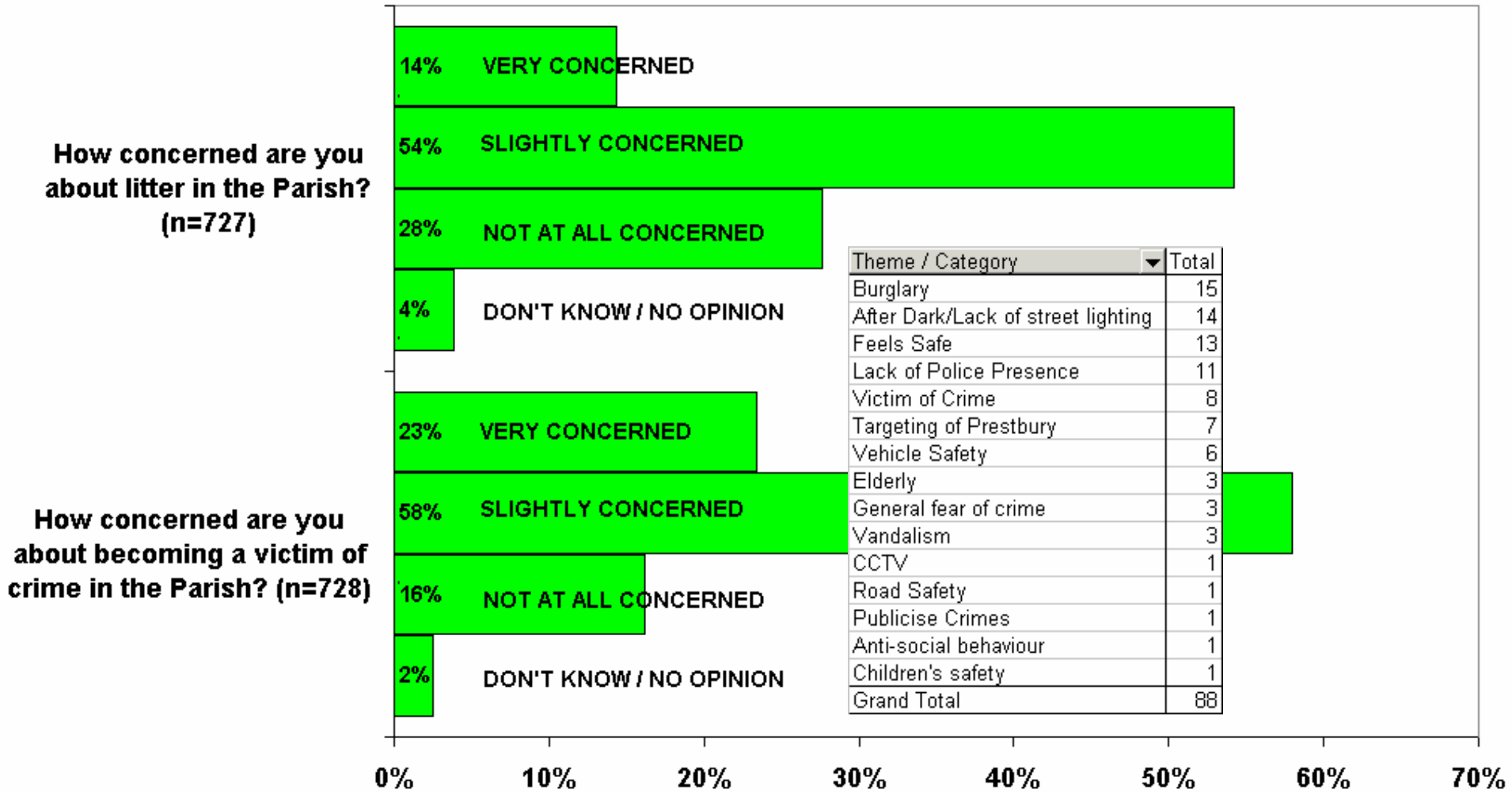
Residents would like a weekly collection for black bins, fortnightly for the rest

Plastic re-cycling



90% of households agree that the Council should collect plastic for re-cycling

Litter and crime



68% of respondents have concerns about litter (most only slightly concerned). Almost 1 in 4 respondents are 'very concerned' about becoming a victim of crime in Prestbury which is disproportionate to the actual incidence of crime in the village

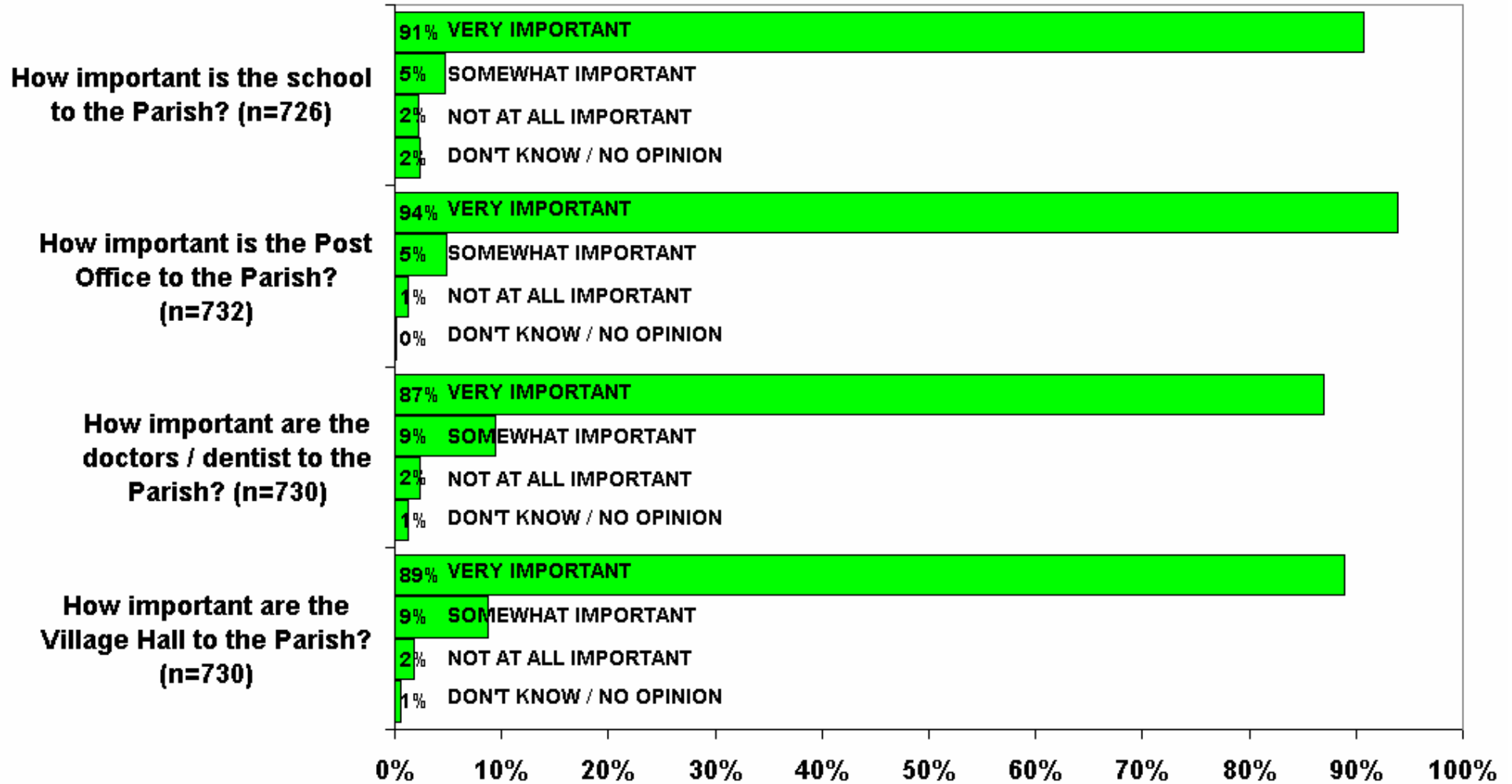
School, Post Office, medical / dental surgeries and the Village Hall

Average weighted rating, excluding don't know / no opinion

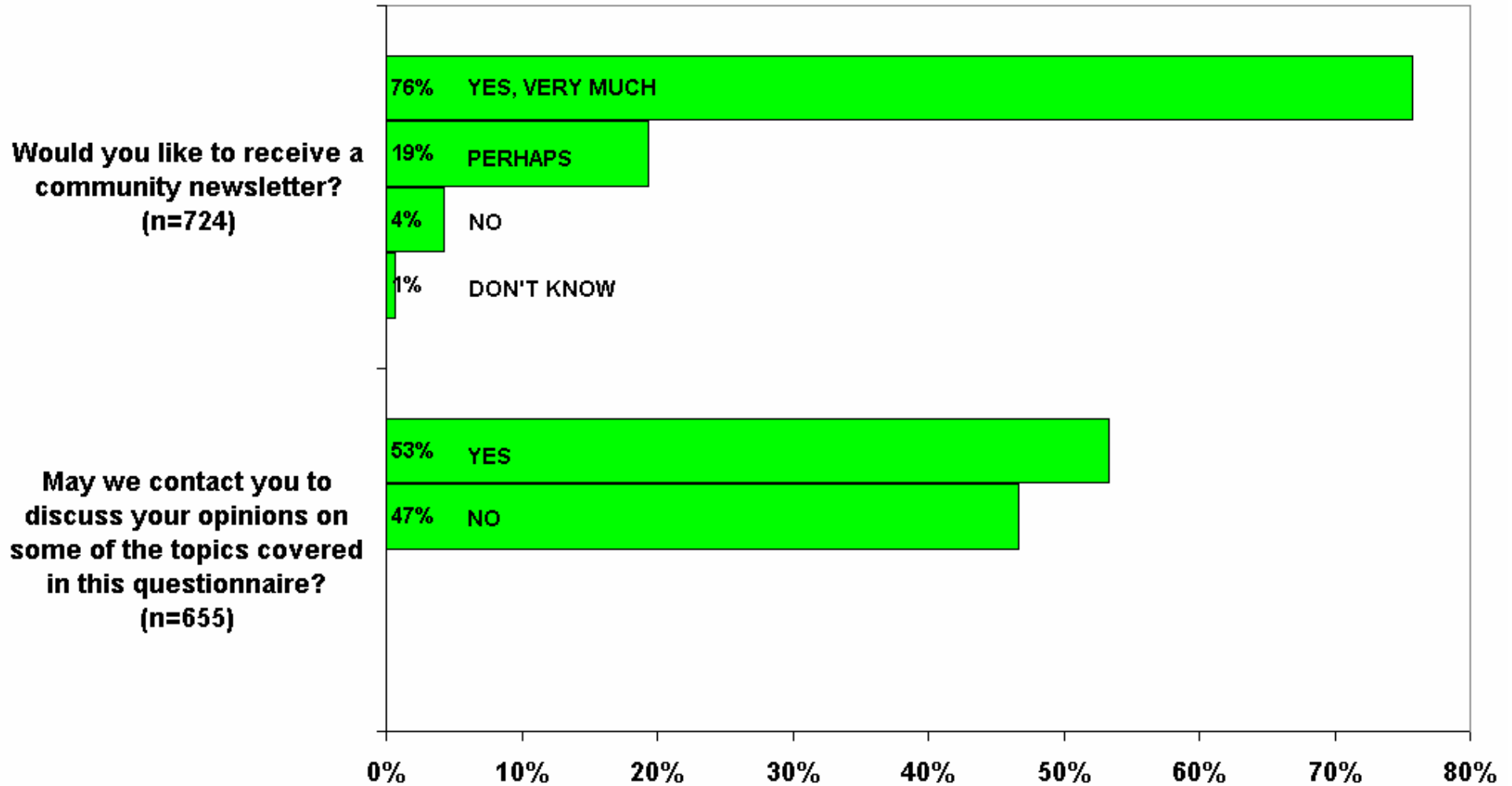


All of the above are 'very important' to residents

School, Post Office, medical / dental surgeries and the Village Hall



All of the above are 'very important' to residents



There is widespread support for a community newsletter. There are over 200 opportunities to gather further information on matters raised in the questionnaire.

Theme / Category	Total
Traffic & Road Safety	44
Village Design & Appearance	30
Comments on P4P	27
Shops & Services	22
Property Development	20
Community Spirit	14
Ford House	13
Footpaths, cycling	10
Transport	9
Church Extension	6
Community Information	5
Security/safety	3
Recycling	3
Dog Fouling	2
Car parking	2
Children & Young people	2
Butley Town	2
Leisure facilities	2
Waste collection	1
Air traffic	1
Community Activities	1
Shops	1
Police Presence	1
Parking	1
Parish Boundary	1
Discourage garden bonfires	1
Grand Total	224

Any other suggestions or comments?

Important that surveys such as this continue in order to get the views of the entire village on village matters. Important to let people (know) what is being considered and what is happening.

I hope the Prestbury Plan will be able to deliver some real benefit to the whole community and look forward to the outcome

Thank you for taking so much trouble (on our behalf)

Thank you for organising Plan for Prestbury - really appreciate time and effort put into such a programme

Next steps

The key next steps are:

- ❖ digest the results and discuss the implications for P4P
- ❖ identify which working groups need to be established
- ❖ provide those working groups with evidence to identify the high priority issues so that practical solutions may be developed
 - undertake additional sub-group analyses as required to provide the working groups with sufficient level of detail
 - include the separate feedback from clubs, groups, organisations and businesses
- ❖ update the questionnaire results in the New Year with late responses and a more complete analysis of answers to open questions



Plan for Prestbury